GM to spend $44 million in bias deal

By Marjorie Sorge
Labor Editor

General Motors will spend more than $44.4 million in the next five years to settle a 10-year-old discrimination suit.

The out-of-court settlement announced last week resolves a charge filed in 1973 by the then-commissioner of the Equal Employment Opportunity Commission, William H. Brown III, alleging that GM and the UAW discriminated against minorities and women in hiring, training and promotion practices. The agreement also settles the claims against the UAW.

Under the agreement, GM must spend $15 million over the next five years for educational endowments and scholarships aimed at providing education in engineering and technology for minorities and women currently employed at GM, including those on layoff. GM will disburse the funds at a rate of $3 million a year and workers can choose other areas of education besides engineering and technology.

In addition, the company is spending more than $21 million to increase opportunities for minorities and women at the supervisor, executive, preapprenticeship and salaried levels.

Another $4 million has been earmarked for settling outstanding charges and discrimination suits pending against GM. The remaining $4.4 million is for other education, training and hiring programs.

At the end of 1982, 17.5 percent of GM's workforce was made up of minorities and 17 percent was women, according to Alfred S. Warren Jr., vice president, industrial relations.

• As of the end of July, minorities made up 24.3 percent of the non-skilled hourly workforce while women represented 19.7 percent. In the journeyman category, minorities make up 6.4 percent and women 0.7 percent; among apprentices, minorities were 11.8 percent and women 13 percent, and in the employe in training category, minorities were 16 percent and women 3.4 percent.

In the salaried area, 11.9 percent were minorities and 23.6 percent were women.

Of the new workers hired in the non-skilled area in the next five years, GM hopes to hire 28 percent women.

While the dispute has been settled, both GM and the UAW disputed the validity of the charge and denied that any ac-

Continued on Page 6, Col. 5

NEW-CAR REGISTRATIONS BY PERCENT OF MARKET

Makes	1965	1967	1969	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
AMC	3.49	2.85	2.54	2.50	2.88	3.45	3.79	3.72	2.53	1.69	1.44	1.52	1.72	1.58	1.08
Buick	6.53	6.76	7.17	7.39	6.16	6.13	4.92	5.92	7.19	6.79	6.97	6.64	8.08	8.51	9.20
Cadillac	2.04	2.51	2.58	2.57	2.46	2.52	2.53	3.10	3.01	3.01	3.06	2.97	2.43	2.66	3.10
Chevrolet	26.03	23.68	21.81	22.33	21.83	21.63	22.68	21.18	20.88	23.37	20.97	20.34	19.70	17.02	15.77
Chrysler	2.17	2.47	2.24	1.59	1.71	1.44	1.24	2.58	2.78	2.80	1.73	2.35	1.58	1.03	2.18
Dodge	5.60	5.89	5.70	5.55	5.37	5.18	5.32	4.17	4.72	4.14	3.91	3.55	2.86	3.69	3.25
Ford	21.46	18.20	19.91	19.46	19.63	18.83	20.19	17.93	17.08	16.55	16.16	14.24	11.95	11.55	11.47
Imperial	0.18	0.19	0.20	0.12	0.14	0.11	0.14	0.06	.....	.....	.....	.....	.....	0.06	0.03
Lincoln	0.46	0.42	0.62	0.67	0.90	1.02	0.97	1.11	1.19	1.60	1.63	1.24	0.83	0.73	1.13
Mercury	3.56	3.54	3.73	3.91	3.78	3.64	3.80	4.02	4.19	4.52	5.12	4.81	3.73	4.04	4.08
Oldsmobile	6.54	6.60	6.81	6.78	6.95	7.13	5.97	7.32	8.90	8.81	8.84	8.90	9.21	9.84	10.00
Plymouth	6.71	7.50	6.95	6.99	6.77	5.50	6.86	4.89	5.40	4.03	3.60	3.12	2.70	3.98	3.14
Pontiac	8.93	9.98	8.42	6.92	6.80	7.11	5.79	5.79	7.24	7.39	7.83	7.48	6.99	6.48	5.95
Volkswagen	4.12	5.42	5.69	5.18	4.27	4.13	3.76	3.07	2.04	2.30	2.19	2.76	2.91	2.74	1.93
Toyota	.....	0.40	1.24	2.75	2.45	2.44	2.66	3.13	3.37	4.27	3.91	4.53	6.39	6.70	6.84
Nissan	.....	0.41	0.62	1.85	1.65	2.02	2.12	3.02	2.70	3.39	3.08	4.26	5.78	5.35	5.93
Volvo	0.19	0.41	0.39	0.48	0.46	0.54	0.61	0.71	0.45	.....	0.44	0.52	0.62	0.77	0.94
Mercedes	.....	.....	.....	0.33	0.36	0.37	.....	.....	0.43	0.43	.....	.....	0.60	0.70	0.84
Mazda	.....	.....	.....	.....	0.45	0.92	0.64	0.76	0.35	0.44	0.66	1.41	1.82	2.04	2.06
Subaru	.....	.....	.....	.....	.....	.....	.....	.....	0.45	0.70	0.72	0.94	1.44	1.70	1.82
Honda	.....	.....	.....	.....	.....	.....	0.48	1.20	1.51	1.98	2.36	3.26	4.01	4.33	4.72
Fiat	.....	.....	0.44	0.43	0.49	0.52	0.80	1.13	0.62	0.58	0.53	0.55	.....	.....	.....

Registrations for Oklahoma not available since 1968.
Automotive News analysis of new-car registrations based on statistical reports from R. L. Polk & Co.
Imports included have been major importers throughout most of the timespan of the chart. Market shares are figured where significant.

Both nameplates have dropped drastically in market share since 1965

Import growth has hurt Chevy, Ford the most

By Jenny L. King
Staff Writer

A former Chevrolet dealer called recently from Pennsylvania to express his concern over the giant strides Japanese-built cars have taken in the U. S. market.

"Just look at the registration figures," he said. "Chevy used to have 25 percent of the industry. It looks like GM has put Chevrolet on the block, sacrificing it to the imports."

A chart featuring R. L. Polk & Co. registrations of the major U. S. and import makes from the late 1960s through the 1982 calendar year confirms his alarm. Chevrolet did in fact have more than a quarter of the market at one time — 26.03 percent in 1965. Last year its portion was 15.77 percent. Toyota wasn't even among the more important imports in 1966. It shows up in 1967 with a modest 0.40 percent and has grown every year except one since then.

Toyota's chief import competitor today, Nissan, has been a bit more erratic in its ascent, but likewise has grown from less than one percent of the market in 1965 to a comfortable 5.93 percent for the last calendar year.

Honda doesn't even show up until 1974. That year its sales represented 0.48 percent of the overall market. In less than 10 years, it climbed to 4.72 percent.

• Not only has Chevrolet suffered a dramatic slide, its long-time rival Ford has also been in a tailspin. In 1965, Ford had 21.46 percent of the market. Last year, it earned only 11.47 percent. Other U. S. makes offering lower-price cars — Plymouth, Dodge and Pontiac — have far less of the total than they held 18 years ago.

Volkswagen peaked in 1969 with 5.69 percent of the market. Last year its share had shriveled to 1.93 percent. American Motors had its best year in 1974. In 1982, without the support of Renault Alliance statistics (R. L. Polk separates them as imports), it was down to 1.08 percent, putting it between Lincoln (1.13 percent) and Volvo (0.94 percent).

In the nearly two decades, Buick, Cadillac, Lincoln and Oldsmobile have shown steady growth. Mercury has done all right, Chrysler has had its ups and downs. Total imported cars have gone from 6.30 percent in 1965 to 29.57 percent of the U. S. market in 1982.

Will seek arrangement with Japanese or European company if venture is OK'd

Chrysler eyes foreign links to fight GM-Toyota

By Marjorie Sorge
Labor Editor

WINDSOR, Ont. — Chrysler Corp may set up a three-legged-stool venture with auto companies in Japan and Europe to import small cars if the General Motors-Toyota joint venture is approved, according to M. J. (Moe) Closs, president of Chrysler of Canada, Ltd.

Closs said it is also possible that Chrysler would enter into a relationship with more than one Japanese company. Chrysler owns 15 percent of Mitsubishi and imported 100,000 cars and 33,000 trucks from the Japanese firm in 1982. It also has a 15 percent equity in Peugeot which has a "good small car in the 104," Closs said.

He also said an agreement with Volkswagen is a possibility. Chrysler recently bought VW's idle Sterling Heights (Mich.) plant.

"The only relationship I'm aware of in Japan is with Mitsubishi, but as this thing (GM-Toyota) progresses I wouldn't preclude any kind of an agreement, because then those companies in Japan who don't have a relationship might be forced to do it because of what's happening with GM and Toyota," he said. "The rules of the game change for them, too."

Although Chrysler doesn't want to get out of small-car production, GM may force the issue, Closs said.

"There's no choice if GM does what they are suggesting they are going to do," he said. "Not only Chrysler will do it, but Ford will do it and all of the manufacturers will. It will extend into Canada under the rules of Canada. Ultimately, if there are no quotas and anybody can bring in cars built in the lowest-cost countries, then that is where it is going to be."

• In an interview with Automotive News, Closs also said:

1. The Japanese have taken unfair advantage of the Canadian market, taking almost one-third of that market without making an investment in the country. Chrysler and the other domestic auto companies, along with the UAW, are lobbying in Ottawa for a Canadian content bill and an investment requirement. This group recently formed a task force which made these recommendations to the government.

2. Chrysler Canada has overtaken Ford for the number two sales position in Canada.

3. That Chrysler Corp.'s decision to delay the P-car (replacement for Omni/Horizon) for nine months wouldn't hurt the Canadian company. However, he said a lengthy delay could hurt if an import replacement isn't found and other manufacturers

Continued on Page 7, Col. 1

Ford, Chrysler gain in owner satisfaction

By Kathleen Hamilton
Financial Editor

Ford Motor Co. and Chrysler Corp. are making real progress in car quality, but the U. S. industry still lags behind Europe and especially the Japanese auto makers in the number of problems on delivery of new cars, according to J. D. Powers & Associates.

In a recent newsletter, the California research firm reported Ford and Lincoln-Mercury were the only U. S. auto nameplates rated above average by new-car buyers. Their opinions were based on product quality, sales, service, maintenance, repairs and warranty work and parts availability.

Mercedes-Benz and Toyota took the first and second places, respectively, for the second straight year. Chrysler buyers were happier than General Motors buyers, and American Motors and Renault buyers were least satisfied.

Those polled had owned their 1982 models 12 to 14 months. AMC-Renault's major product, the Alliance, wasn't included.

The annual Power survey is one of the few independent analyses of quality and customer satisfaction in the auto industry.

When considering only problems on delivery, 50 percent of U. S.-made 1982 models, 45 percent of European cars and 34

Continued on Page 6, Col. 1

Customer Satisfaction Index
J. D. Power & Associates

1983 Rank	Score	1982 Rank	Score
1.	159—Mercedes-Benz	1.	155
2.	137—Toyota	2.	149
3	135—Subaru	5.	117
4.	124—Honda	3.	148
5.	118—Mazda	8.	107
6.	115—Volvo	6.	115
7.	114—Lincoln-Mercury	14	92
8.	110—BMW	4.	126
9.	108—Saab		
9.	108—Porsche-Audi	11.	97
11.	107—Ford	18.	89
12.	103—Mitsubishi (sold by Chrysler)	12.	95
13.	101—Jaguar	*	
13.	101—Nissan	9.	106
15.	98—Volkswagen	10.	102
16.	93—Dodge	*	
17.	92—Oldsmobile	13.	92
18.	90—Chrysler-Plymouth	16.	91
19.	83—Chevrolet	17.	89
20.	81—Isuzu	7.	112
20.	81—Cadillac	15.	92
22.	80—Buick	19.	87
23.	77—Pontiac	21.	72
24.	76—American Motors	20.	81
25.	60—Renault	22.	59

*—Did not make list in 1982.

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59th year — No. 4992

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Mercedes, Japanese makes lead customer satisfaction survey

Ford, Chrysler gain with owners

Continued from Page 3

percent of Japanese cars had problems, according to David Pulaski, senior research director.

"Ford has improved a remarkable 29 to 30 percent," Pulaski said. Chrysler-Plymouth, Dodge and Lincoln-Mercury showed "definite increases" in their quality as measured by delivery problems, Pulaski said. Declines at GM, however, brought down the U. S. average, he said.

The latest Power survey showed Ford with the fewest delivery problems: 39 percent of new cars had such problems. Lincoln-Mercury was right behind that figure, with 40 percent.

Other U. S. makes and percentages of problems on delivery: Chevrolet, 50 percent; Dodge, 51 percent; Cadillac, 52 percent; Pontiac and Chrysler-Plymouth, both 53 percent; Oldsmobile, 54 percent, and Buick, 56 percent.

Most delivery problems are either with the body or the engine, Pulaski said.

To some degree, Power's surveys measure how well dealers prep the cars they deliver. But Pulaski pointed out a chick-and-egg syndrome:

"When the factory has product quality under control, its dealerships can concentrate on providing good service because they are not overly occupied with problems arising from shoddily built vehicles. For Ford Division, service recommendations went from second-worst in the industry to above average."

Indeed, in independent surveys by AUTOMOTIVE NEWS, dealers for Ford and Chrysler regularly volunteer praise on the quality improvements they have witnessed in the last three years.

And in its recent Delphi III report, Arthur Andersen & Co. researchers polling vehicle makers and suppliers found the first group said Ford has made the most progress in quality since 1981. Suppliers said Chrysler has made the most progress.

Toyota had the lowest incidence of mechanical problems and recurring repair problems for the second year, according to the Power newsletter. Mercedes-Benz had the lowest rate of problems at delivery.

This is the third year the Power survey was conducted, and industrywide scores on consumer satisfaction have climbed each year. Overall, the industry was rated 9.5 percent higher than three years ago.

One of the biggest gains was recorded by Subaru, which climbed from fifth place to third, mainly on gains in parts availability and warranty work done by its dealers' service departments.

Isuzu fell from the No. 7 spot to No. 20, mainly because of delivery problems and dissatisfaction with servicing, according to the Power newsletter.

A mitigating factor cited by Pulaski in Isuzu's case was the problem caused by trying to start up the Isuzu organization while supplies are reduced by quotas. Discouraged dealers may not stress service, he said.

GM's low scores were attributed primarily to product problems.

"Product quality and poor dealer servicing complaints plague Pontiac," according to the newsletter. "Buick's major problem seems to be delivery defects, and Cadillac's biggest hurdle is recurring repair problems.

"Standards of repair are a particular problem for Chevrolet. And, while Oldsmobile has a closer-to-average overall rating and enjoys strong owner loyalty, it, too, has product and service problems to surmount."

Oldsmobile rated highest among the GM divisions in the Customer Satisfaction Index, followed by Chevrolet, Cadillac, Buick and Pontiac.

Whether these ratings will stay in that order when owners of 1983 models are surveyed is another question.

One GM insider pointed to Pontiac's build-em-right-or-not-at-all edict at the Fiero plant as evidence of a change there. Internal audits show the corporation's overall product quality has been improving for the last three years, he said.

Officially, a spokesman said GM would not comment on the Power survey because "GM does not know the methodology" Power uses.

Only a handful of independent quality auditors exist in the auto industry. One of the most prestigious of these is the Toledo-based Rogers National Research, which provides data for makers' internal use.

AMC said a Rogers study this summer indicated 82 percent of Alliance customers were either "very satisfied" or "completely satisfied" with their cars, compared with an industry average in the 60s.

A spring survey by Popular Mechanix, in which 90 percent of Alliance owners said they would buy that car again, was also cited as evidence of the change at AMC-Renault.

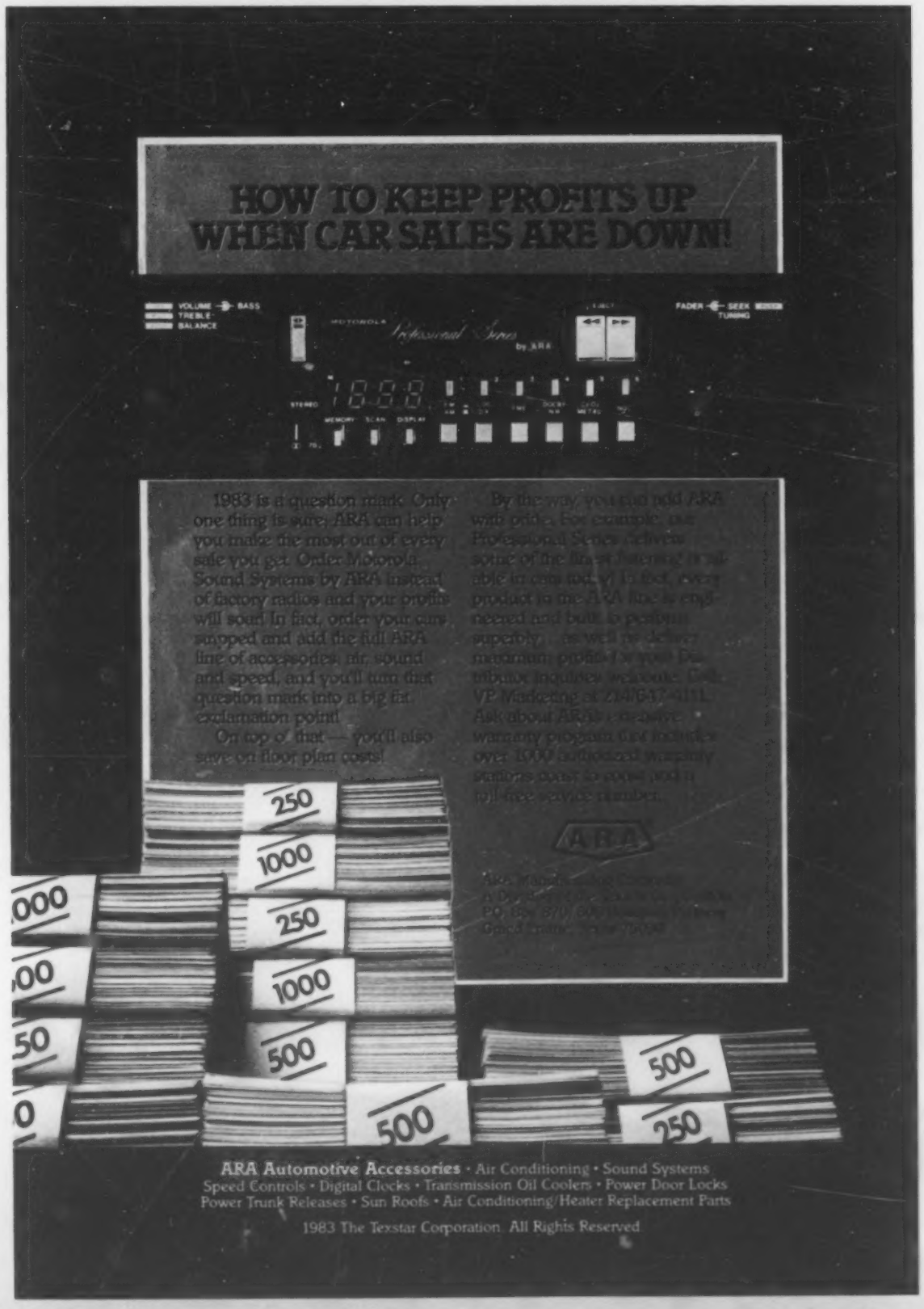
The Power study said AMC had been given low marks for service and product problems; Renault was faulted by buyers for servicing, parts availability and delivery problems.

Ford President Donald Petersen said the Power study confirmed what Ford people had been seeing internally. He predicted another jump for Ford products in 1983, saying Ford's ultimate goal is the No. 1 spot.

But a spokesman for Ford declined to talk about the study by the Southfield (Mich.) based research firm, Product and Consumer Evaluations (PACE). Ford had based its advertising claims of quality leadership among domestic cars on PACE's study of new-car delivery problems.

Chrysler challenged the ads, saying it has the best recall record.

One Ford insider said Ford statistics show it has had no declines in quality on any lines in any quarter during the last year.


HOW TO KEEP PROFITS UP
WHEN CAR SALES ARE DOWN!
1983 is a question mark. Only one thing is sure: ARA can help you make the most out of every sale you get. Order Motorola Sound Systems by ARA instead of factory radios and your profits will sound. In fact, order your cars stripped and add the full ARA line of accessories: air, sound and speed, and you'll turn that question mark into a big fat exclamation point!
On top of that — you'll also save on floor plan costs!
By the way, you can add ARA with pride. For example, our Professional Series delivers some of the finest factory-or-better in cars today. In fact, every product in the ARA line is engineered and built to perform superbly ... as well as deliver maximum profits for you. Distributor inquiries welcome. Call VP Marketing at 214/637-0131. Ask about ARA's exclusive warranty program that includes over 1,000 authorized warranty stations across the nation and a toll-free service number.
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GM settles bias lawsuit

Continued from Page 1

tions violated the equal rights laws. According to the union, the settlement recognizes these denials and has never established any violations of the Civil Rights Act on the union's part.

The UAW has no financial obligation under the agreement. According to Donald F. Ephlin, UAW vice president and director of the GM department, the agreement is aimed mainly toward salaried and supervisory personnel. He said the plan does not affect the national and local collective bargaining agreements.

Registrations in August up 32 pct. over '82

August registrations of new trucks of all types in the U. S. were significantly higher than those in the year-earlier comparable month, with gains in two of the three market segments and only a small decline in the third.

During the month, according to R. L. Polk & Co. statistics, 253,939 vehicles were registered, an increase of 31.8 percent over last year's 192,666 units. It was the fourth month in a row in which the count has topped 250,000.

The eight-month total was up 17.8 percent to 1,877,947 units, compared with 1,593,735 in the same period in 1982. Again, there were increases this year in two of the three market segments.

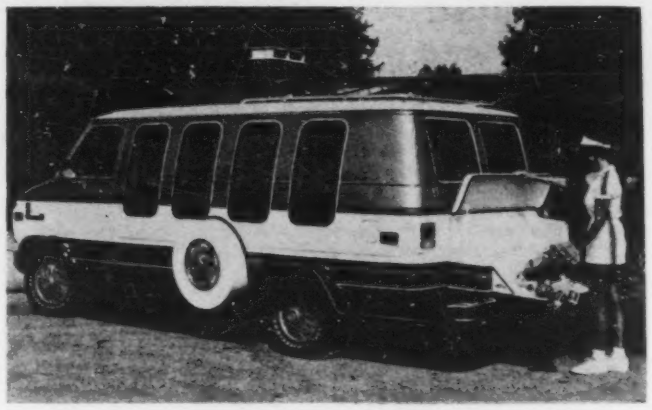
During the month, 238,374 light trucks were registered, an increase of 34.8 percent over last year's 176,872. Mediums totaled 5,800 units, up 2.3 percent over the year-earlier 5,668, while the heavies were off only 3.6 percent, from 10,126 units in 1968 to 9,765.

The light-truck count for the first eight months was up 19.8 percent to 1,770,224 units, compared with 1,477,157 a year ago. Mediums climbed to 29,343 units, 3.1 percent higher than the year-earlier 28,470. Heavies were down 11 percent, from 88,-108 in 1972 to 78,380.

• No. 1 Ford accounted for 31.63 percent of the industry total with 594,009 registrations, an increase of 1.22 percentage points over the year-earlier 484,579, good for 30.41 percent.

Chevrolet was the biggest

Continued on Page 44, Col. 4



Exterior trunk for van conversions

An exterior rear trunk, large enough to hold two sets of golf clubs or the family's luggage, has been introduced by Sterling Systems, Ltd., Union, Mich., for converted Chevrolet and GMC vans. It includes an extended bumper and shroud cover, and is attached to the right-hand door, which still opens in the conventional manner for access to the rear seating area.

Big sales, profits gains reported by Champion

DRYDEN, Mich. — Champion Home Builders Co. reported sharp increases in both sales and profits for its second quarter ended Aug. 26.

Joseph J. Morris, president, said total sales and revenues for the three-month period amounted to approximately $92.5 million, an increase of 36 percent over last year's $67.9 million.

Net profit for the quarter was up 164 percent to approximately $2.2 million, he added, compared with $834,000 a year ago.

For the first six months of the fiscal year, sales and revenues soared to about $178 million, an increase of 23 percent over the $145.3 million achieved in the like period last year.

First-half net profit amounted to almost $4.8 million, up 14.3 percent over the year-ago $4.2 million.

Morris said earnings in last year's first half included a tax credit or $653,000, resulting from utilization of an operating loss carryforward plus an investment tax carryforward of $521,-000.

Excluding the effects of these tax credits, he explained, net income for the first half of the current fiscal year was 57 percent higher than last year.

Morris attributed the improved performance primarily to increased factory shipments of manufactured homes, which rose 26 percent over the same quarter last year.

Unit shipments of the company's larger double-section homes, he noted, were up 55 percent over 1982.

"Current unit shipments are order backlogs for our company's manufactured homes and motor homes, as well as a continuing high demand for these product lines industrywide," he said, "indicate that favorable quarterly comparisons should continue for the last half of our current fiscal year."

For its second quarter, Champion's dollar sales of manufactured homes, representing 86 percent of total revenues, increased 41 percent to about $80 million, compared with about $56 million for the year-ago second quarter.

Unit shipments of the vehicles for the quarter were 448, an increase of 11 percent, from 405 units for the year-earlier second quarter.

HD registrations for eight months down 11 percent

Eight-month registrations of new heavy-trucks in the U. S. totaled 78,380 units, a decline of 11 percent from last year's 88,-108, according to R. L. Polk & Co. statistics.

For August, the count was 9,-765 units, down 3.6 percent from the 10,126 registered in the same month a year ago.

Tallies were lower this year for both the month and the

Continued on Page 42, Col. 1

U. S. TRUCK REGISTRATIONS

EIGHT MONTHS, 1983 VS. 1982★

	8 mos., 1983	Percent Share of '83 market	8 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	594,009	31.63	484,579	30.41	+ 1.22
Chevrolet	573,010	30.51	502,996	31.56	− 1.05
Dodge	164,620	8.77	149,705	9.39	− 0.62
GMC	160,879	8.57	142,192	8.92	− 0.35
Jeep	43,413	2.31	38,811	2.43	− 0.12
International	31,331	1.67	29,483	1.85	− 0.18
Mack	9,564	0.51	10,421	0.65	− 0.14
Freightliner	6,428	0.34	4,731	0.30	+ 0.04
Plymouth*	6,231	0.33	7,165	0.45	− 0.12
Peterbilt	4,271	0.23	3,736	0.23	.....
Kenworth	4,122	0.22	4,870	0.31	− 0.09
Mercedes-Benz	1,769	0.10	2,006	0.13	− 0.03
White	1,382	0.07	1,490	0.09	− 0.02
Volvo	973	0.05	413	0.03	+ 0.02
Autocar	572	0.03	408	0.03	− 0.02
Western Star	197	0.01	446	0.03	− 0.02
Misc.**	275,176	14.65	210,281	13.19	+ 1.46
TOTALS	1,877,947	100.00	1,593,735	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New Mexico, August, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

EIGHT MONTHS, 1983 VS. 1982★

	8 mos., 1983	Percent Share of '83 market	8 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	19,157	24.44	19,134	21.72	+ 2.72
Ford	16,902	21.56	20,904	23.72	− 2.16
GMC	10,132	12.93	15,752	17.88	− 4.95
Mack	8,171	10.43	9,019	10.24	+ 0.19
Freightliner	6,428	8.20	4,731	5.37	+ 2.83
Chevrolet	4,727	6.03	5,468	6.20	− 0.17
Peterbilt	4,271	5.45	3,736	4.24	+ 1.21
Kenworth	4,122	5.26	4,870	5.53	− 0.27
White	1,382	1.76	1,490	1.69	+ 0.07
Volvo	973	1.24	413	0.47	+ 0.77
Mercedes-Benz	616	0.79	641	0.73	+ 0.06
Autocar	572	0.73	408	0.46	+ 0.27
Western Star	197	0.25	446	0.51	− 0.26
Misc.	730	0.93	1,096	1.24	− 0.31
TOTALS	78,380	100.00	88,108	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New Mexico, August, 1983.

recreation on wheels

8-month total is up 38 pct. over '82

August RV shipments top year ago and July

Shipments of recreation vehicles in August by manufacturers to retail outlets were up significantly over the same month in 1982 and slightly higher than in July.

During the month, according to the Recreation Vehicle Industry Assn., member/manufacturers delivered approximately 30,-300 units of all types, an increase of 37.1 percent over last year's 22,100.

The August count also was 5.2 percent higher than the 28,800 vehicles shipped in July.

"This is only the fourth time in 15 years that sales have increased from July to August, traditionally a 'cooling-down' period for the industry," an RVIA spokesman said.

Eight-month shipments climed to approximately 248,800 units, a gain of 37.8 percent over the year-earlier 180,700, with impressive advances in all types of vehicles.

The Index of Consumer Sentiment in August was 90.9, slightly lower than July's 93.9 but well above the 65.4 recorded in August, 1982.

• Declining unemployment was offset by increased concerns in the August survey ov r rising interest rates, according to Richard Curtin, survey director.

"The one-month decline in consumer sentiment does not itself signal a change in the prevailing optimism among American consumers," he explained. "It does demonstrate the heightened sensitivity of consumers to interest-rate trends.

"These data thus indicate that

Continued on Page 42, Col. 1

RVIA plans to stage '86 show in Atlanta

CHANTILLY, Va. — Recreation Vehicle Industry Assn. is working out the final details of a contract with the Georgia World Congress Center in Atlanta, to move the 24th annual national RV show to Atlanta in 1986. Negotiations have been underway since May.

The annual show has been held at the Kentucky Exposition Center in Louisville for the last 19 years and will be held there through 1985. The move to Atlanta will offer exhibitors more space, said Dennis Corcoran, director of RVIA's Shows and Membership Department.

Seminars slated for RV dealers at Louisville show

CHANTILLY, Va. — Four informational seminars and one motivational seminar will be conducted for dealers at Recreation Vehicle Industry Assn.'s 21st annual national RV show Nov. 29-Dec. 2 at the Kentucky Exposition Center in Louisville.

The four information seminars will feature expert speakers on advertising and promotion; rentals, parts and accessories, and towing.

The advertising and promotion seminar will be held Tuesday (Nov. 29) at noon, rentals on Wednesday (Nov. 30) at noon, and parts and accessories on Thursday (Dec. 1) at noon.

The towing seminar will be held on three days at 3 p.m., with Chevrolet conducting it on Tuesday, Ford on Wednesday and Chrysler on Thursday.

The motivational seminar/breakfast is scheduled Thursday, Dec. 3, at 8 a.m. Featured speaker Don Hutson will talk about successful salesmanship and leadership techniques.

A sixth seminar, designed exclusively for loan officers, is scheduled Wednesday Nov. 30) at 1 p.m. at the Executive West Hotel. Dr. William Freund, senior vice president and chief economist of the New York Stock Exchange, will be the featured speaker.

"The lenders program is designed entirely for lenders, to provide them with information and insight into the profit opportunities the RV industry presents to the lending community," said Robert L. Berner, Citicorp vice president and chairman of RVIA's Finance Committee.

Supercab for compact trucks

Galaxie Corp., Bristol, Ind., has introduced its new Cab-Hi Supercab, an all-fiberglass top for imported or domestic compact trucks. It has two locking handles, gas props and stainless-steel hinges.

Vialle, a Dutch company, has U. S. subsidiary

Volvo unit acquires propane firm

By Matt DeLorenzo
Los Angeles Reporter

GARDEN GROVE, Calif. — Vialle B.V., Europe's largest supplier of propane carburetion equipment, has been acquired by a subsidiary of Volvo B.V., according to officials of Vialle's U. S. subsidiary headquartered here.

Jeff Stern, vice president of Vialle-USA, said his company's parent, Vialle B.V., of Eindhoven, Holland, "has been acquired by Car Finance International, a subsidiary of Volvo B.V."

Volvo B.V. is 30 percent owned by AB Volvo, however, according to Stern, there will be no direct influence on the day-to-day operations of Vialle by either company and there is no relationship between Vialle-USA and Volvo of America.

Stern said that the acquisition, however, lends credibility to propane as an alternate fuel source. In Europe, Vialle supplies 50 percent of the propane carburetion systems in use.

Ad Van Vroenhoven, managing director of Vialle B.V., said in a telephone interview that the acquisition of Vialle by Volvo B.V. "fits in with the strategic plans" of the new parent.

"Volvo is looking at all kinds of energy-related activities," Vroenhoven said.

The European company is working with 21 manufacturers there to fit various models with the Vialle carburetion system, which has the capability of using either propane or gasoline.

Vroenhoven said that while Vialle will work with its new parent on automotive applications, it will be important to maintain autonomy from Volvo in order to maintain the contracts it has with other manufacturers.

• While Vialle is well-established in Europe, the U. S. subsidiary is still building, using the fleet business as a starting point. "It is our intention to establish a 30 percent market share in the U. S. by the end of 1984," Stern said of Vialle's goal in the propane field.

Stern said one reason propane growth has been slower in the U. S. than in Europe is the lack of a retail distribution system similar to that for gasoline or diesel. Consequently, Stern said the school bus, taxi and commercial fleet market is the logical place to start.

"There are about 150,000 service stations in the U. S. and only 6,000 propane," Stern said. "So we're looking at return-base fleets."

A program called the Vialle Challenge has been set up to compare costs of gasoline versus propane power. Although propane does not deliver the same power or fuel economy as gasoline, Stern said the tradeoffs in better drivability, reduced engine maintenance and elimination of fuel pilferage more than compensate for the transition.

In addition to the Challenge, Vialle has developed a leasing package tailored specifically to schoolbus operators who do not have the capital to purchase a system outright. The package includes the carburetion system as well as on-site storage tanks and fueling facilities.

Another boost was given to Vialle's fleet program when Crown Division of the Allen Group signed on as an installer of Vialle propane systems.

Crown, which works closely with auto manufacturers, can pull units off the production line, install the propane system and reinsert the vehicle into the manufacturer's distribution pipeline. It is a first step toward developing an OEM program, according to Stern.

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GM gives $100,000 to Hall of Fame

MIDLAND, Mich.—The General Motors Foundation has approved a contribution of $100,000 to the expansion fund of the Automotive Hall of Fame, Inc., according to Drex D. Minshall, hall of fame president.

Ground was broken for the expansion late in September. Construction is scheduled to begin next spring with completion slated for late in 1984 or early in 1985.

Minshall said the GM pledge, plus pledges and contributions previously received, brings the Hall of Fame fund drive to one-half of its goal of $2.5 million. The money will be used for expansion of the Hall of Fame, its library, space for memorabilia and continuation of educational programs.

Registrations up 32 pct. in August

Continued from Page 16

loser in penetration in the January-August period. Its share was off 1.05 points to 30.51 percent on 573,010 registrations. At the same time in 1982, Chevrolet was the leader with 502,998 tallies, which accounted for 31.56 percent of the total.

Import tallies were up sharply in the first eight months, enabling the miscellaneous group to achieve the biggest increase in market share.

Through August, the miscellaneous group had 275,176 registrations, good for 14.65 percent of the total. The count was 1.46 points higher than last year's 13.19 percent on 210,281 tallies.

Volvo honors Parkway as 20-year dealership

VESTAL, N. Y.—Arnold Romaldini and Earl Sephton, of Parkway Auto Sales & Service, Inc., here, have been honored for 20 years of service as Volvo dealers.

Parkway has a staff of 27 people and sells 70 Volvos annually.

Moretto Ford closes

BREMAN, Ind. — After 30 years of operation, Moretto Ford Sales, Inc., is going out of business. James Moretto is retiring.

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More money on fewer cars

Restrictions, downturns don't stop Japan

By Kathleen Hamilton
Financial Editor

Despite import restrictions throughout most Western developed nations and severe economic downturns in the auto markets of less-developed nations, Japan's auto industry is finding it can make more money on fewer cars.

The low value of the yen compared to the dollar has been a boon for Japan's motor vehicle manufacturers. Richer model mixes and higher prices — both possible because of volume restrictions — also have padded profits.

New products and manufacturing cost-cutting also have contributed to what amounted to a good year for the industry.

Now that the world economy, led by Japan's biggest automotive export market, the U.S., is moving into a recovery phase, the short-term outlook is bright for Japan's auto makers.

The auto industry is still viewed as stagnant by many of Japan's stock market watchers. To the contrary, several makers are proving to be true growth opportunities, according to Mori Matsumoto, vice president — institutional sales of Yamaichi International (America) Inc., New York-based unit of one of the major Japanese securities firms.

Matsumoto is particularly bullish on Toyota, by virtue of its potential tieup with General Motors for U.S. production, and Honda, because it is the sole Japanese maker now able to expand its U.S. share beyond the quota limit with its Ohio-assembled Accords. Honda is also allowed into restricted European markets through a joint venture with BL P.L.C.

With decisions imminent on both the 1984-1985 quotas by the Japanese government and on the GM-Toyota venture by the FTC, auto stocks could prove to be Japan's most active issue this month and next, Matsumoto said.

Growth in stock prices is even more important in Tokyo than in the U.S., where low-growth stocks frequently attract investors with comparatively high dividends.

With the exception of Mitsubishi, all of Japan's major auto makers — Toyota, Nissan, Honda, Toyo Kogyo (Mazda), Fuji Heavy Industries (Subaru), Suzuki and Isuzu — are publicly traded in Japan, Matsumoto said. Stock for Mitsubishi's auto operations is held by the parent company, he said.

In the U.S., only the stock of Toyota, Nissan and Honda are traded on the New York Stock Exchange, through American Depository Receipts. Subaru of America, Fuji's U.S. importer, is a publicly held corporation traded over the counter.

• The Japanese economy has grown at an annual rate of about three percent during the 1980s, according to Hisao Kanamori, president of The Japan Economic Research Center, a private research group.

Kanamori, formerly an economic advisor to the prime minister, is more optimistic than many about the country's growth prospects for the rest of the decade.

Challenging a government forecast of four percent annual growth for the rest of the period, Kanamori predicted the rate could be closer to five percent with what he sees as a liklihood of stable oil prices.

The Japanese home market for automobiles, although mature, is likely to continue to grow, according to most analysts.

The latest Automotive News World Forecast, generated by Data Resources Inc., calls for two percent growth in car registrations over the period, with the biggest jump coming in 1984, when the Japanese car market is expected to expand 5.3 percent from an estimated 7.0 million units to 7.4 million.

In its annual report to stockholders, Toyota forecast its fiscal-year sales in its domestic market would rise 5.4 percent to 1.63 million vehicles. (Its fiscal year runs from July to June.) In the late 1980s, it plans to sell 2 million a year, according to Daiwa Securities Co. Ltd., another major Japanese securities firm with U.S. offices.

On the other hand, Toyota sees exports remaining flat next year, a trend economist Kanamori said could last through the decade.

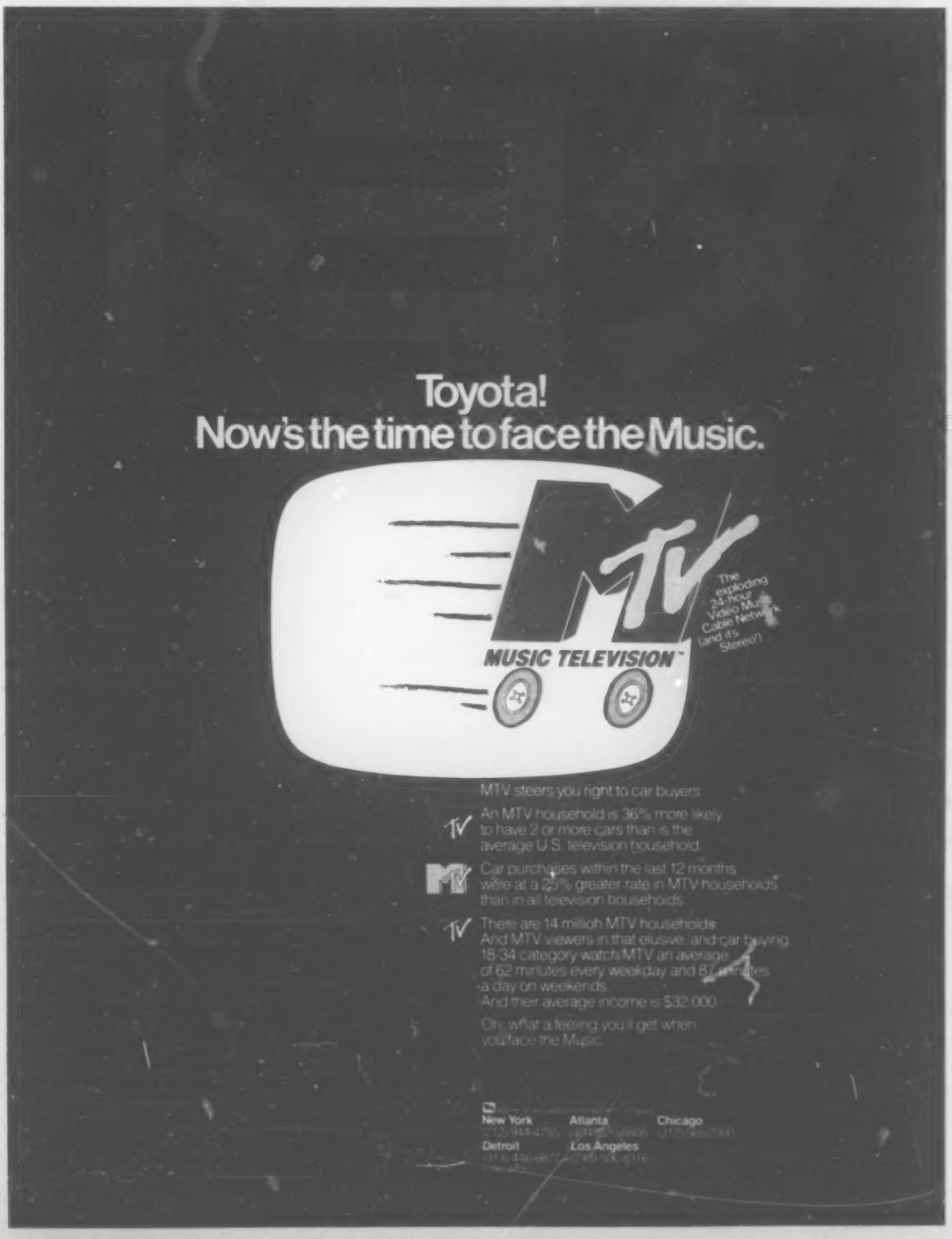
Trade restraints are part of the cause for a slow growth rate in exports, but Japanese makers' strong ties to the world economy also contribute.

Attempts to expand their sales in oil-producing markets have

Financial Results for Japan's auto makers

	Yen Sales (billions)	Dollar Sales (millions)	Pct. Change	Unit Sales	Pct. Change	Net Income Yen (billions)	Net Income Dollars (millions)	Pct. Change
Toyota	4,892.6	$20,385	+27%	3,183,000	+ 1%	201.3	$839	+42%
For fiscal year ended June 30.								
Nissan	3,187.7	$13,282	0	2,462,000	− 4%	95.5	$398	+11%
For fiscal year ended March 31.								
Honda	2,247.3	$ 9,364	+16%	1,097,000*	+ 4%	75.7	$315	+25%
For 12 months ended May 31.								
Toyo Kogyo (Mazda)	1,256.7	$ 5,236	+ 7%	1,129,700	− 8%	25.7	$107	+21%
For 12 months ended April 30.								
Mitsubishi	1,061.0	$ 4,421	− 2%	960,600	−11%	12.7	$ 53	− 4%
For fiscal year ended March 31.								
Fuji Heavy Industries (Subaru)	580.0	$ 2,417	n/a	522,200*	n/a	14.3	$ 60	n/a
For fiscal year ended March 31.								
Isuzu	719.0	$ 2,615	− 1%	424,700	− 7%	6.0	$ 22	− 3%
For fiscal year ended Oct. 31, 1982.								

Notes: *Honda total for cars only; does not include motorcycles. Fuji/Subaru total for cars only; does not include trucks. All other totals include cars, trucks and buses where applicable. KD kits not included.
Dollar figures translated at 240 yen equal $1.00.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run afoul as oil revenues dried up, taking with them the demand for their products in developed countries and by high interest payments on heavy debt, are also in no mood to buy automobiles.

The developing nations will not feel the effects of the recovery in the U.S. in 1984, according to a new analysis by Predicasts Inc., Cleveland-based research firm.

Predicasts predicted most of Latin America, all of Europe and Oceania will trail growth in the world economy through 1987.

Japanese auto makers had been aiming much of their hopes for future growth in the less-developed nations. These plans may have to be re-examined, especially in light of emerging competition from Korea and China, both expected to be high-growth economies.

• Because the Japanese auto industry is so export-oriented, it has benefited from the low value of the yen. Japan's Big Four auto manufacturers all make more than half their vehicle sales from exports.

Toyota sells 51 percent of its vehicles abroad, representing 46 percent of its yen sales; Nissan, 54 percent of unit sales and 36 percent of yen sales; Honda, 64 percent of vehicle sales and 68 percent of yen sales; and Mazda's maker, Toyo Kogyo, 69 percent of vehicle sales.

Almost 38 percent of Japan's car, truck and bus exports ended up in the U.S. in 1982, according to the Japan Automobile Mfgrs. Assn.

With those kinds of export levels, currency valuations become major factors in the profit picture.

The yen is hovering at about 233 per U.S. dollar now, down from about 277 per dollar one year ago. Nevertheless, buying parity is about 200 yen per dollar, according to economist Kanamori. He expects the yen to slip to about 220 per dollar by the end of the year.

Even that would be no problem, said Matsumota, the securities analyst.

"Japanese car prices here are more than 20 percent higher than prices of comparable cars in Japan," he said.

Hondas, for example, are bringing $600 to $1,000 over list price in New York, he said. It wouldn't cause any problem if the factory took a portion of that, he said.

For every 10 percent decline in the yen's value, Japanese auto makers have to raise prices only 6.5 percent to break even, Matsumoto said.

The yen has increased in value in some European nations during the year, slicing Japanese profits from those sales.

But few analysts believe the U.S. dollar's value is likely to increase significantly. Lofty U.S. government debt is likely to keep interest rates in the U.S. high for at least the short term.

That makes the U.S. an attractive haven for investors from all over the world, and their investments are likely to keep the dollar's value high.

• Best guesses at this time are that Japanese "voluntary" or involuntary quotas will remain in some fashion throughout much of the auto-producing nations of the world.

Canada has just negotiated a decrease in its quotas. The European car-producing nations can be expected to keep Japanese imports at about their current levels, although inroads are being made through tieups with Motor Iberica (Spain), BL P.L.C. (Great Britain) and Alfa Romeo (Italy).

The Japanese are expected to announce a higher level of car quotas for the U.S. before President Reagan visits Japan next month. But at this point the outcome of any decision is speculative.

"Maybe the number will be close to two million units," Matsumoto said. "GM and Ford would like to increase their imports (with partners Isuzu and Suzuki for GM and Toyo Kogyo for Ford). I don't know how much the increase will be for the pure importers — Honda, Toyota, Nissan — maybe 10 percent."

Economist Kanamori said the Japanese auto industry should start concentrating on exporting parts, not cars, in light of the restraints.

"The quotas proved to be not as bad as expected because of price increases and the exchange rate," he said. The negative effects of restraints have been in the Japanese labor force and in prices paid by U.S. car buyers, he said.

Nissan appointment

CARSON, Calif. — John Borgen has been promoted to import director at Nissan U.S.A. He will be responsible for forecasting and ordering all vehicles for the company. Borgen formerly was Norfolk regional sales manager.

In other changes, Gene Quinn becomes director of port operations and transportation, responsible for vehicle movement from Japan and Smyrna, Tenn., to dealers, and Gary Holland has been appointed director of distribution.

Subaru dividends climb

PENNSAUKEN, N. J. — Subaru of America Inc. directors have declared a quarterly cash dividend of 31 cents per common share, payable Dec. 31 to stockholders of record Nov. 25. The company has declared dividends of 77 cents in the first three quarters of its fiscal year; for all of fiscal 1982, its dividends totaled 52 cents.

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Canada's content war

Outcome will shape industry's future

By Marjorie Sorge
Labor Editor

A content war is blazing in the Canadian theater.

Japanese manufacturers and their dealers are squaring off against domestic manufacturers and the UAW, knowing the outcome will shape the future of Canada's automotive industry.

The conflict, which has simmered for a number of years, was brought to a head earlier this year after a Federal Task Force on Canadian Motor Vehicle and Automotive Parts Industries made a recommendation calling for 60 percent local content by 1987.

The task force also recommended that corporations with over 28,000 vehicle sales annually not only have 60 percent Canadian content but also make arrangements to build cars in Canada at the same level they are selling them — a relationship similar to the U.S.-Canadian Auto Pact, under which companies selling in Canada are required to build as many cars in Canada as they sell; the cars, however, are not necessarily destined for the Canadian market.

"We don't suggest that if the Japanese don't meet these regulations they would be allowed to pay a tariff and stay in because they would eat that with no problem at all," says Robert White, UAW vice president and director of the Canadian region, who co-chaired the task force. "We are really saying those are the rules of access to our marketplace."

The recommendations are now being studied at Ottawa with a decision expected before the end of this year. Both sides are lobbying heavily to sway the outcome.

According to Tom Buchanan, executive director of The Canadian Assn. of Japanese Automobile Dealers (CAJAD), many dealers are afraid some Japanese manufacturers will pull out of Canada if forced to assemble there. They also see a massive jump in car prices.

In a recently published story, Robert Attrell, president of CAJAD, said Canada's leading Japanese car importers, Toyota Canada Inc. and Nissan Automobile Co. (Canada) Ltd. would have to pull out of the Canadian market if the recommendations are accepted.

White disagrees with this scenario. "They aren't going to write off this very lucrative market. The real test here is whether or not the Canadian government has the guts to act —that's the test," he said.

The CAJAD is also worried that the recommendations would cause a surge in prices. For example, a $9,000 Japanese import could jump to $13,500 if it was Canadian-made with 60 percent Canadian content, Buchanan said.

White said he believes these figures are too high.

Domestic manufacturers see a massive loss of jobs without content legislation and a massive job increase with them. According to White, if the Canadian government doesn't take action, 80,000 jobs could be effected, 40,000 jobs lost without the recommendations and a gain of 40,000 if they are accepted.

Buchanan, on the other hand, said the recommendations would result in a net loss of jobs. The new employment estimate is a "ludicrous figure," he said.

According to Buchanan, the 937 Japanese dealers in Canada have lost 5,000 of their 12,500 workers since restraints were initiated in 1980. Under the import restraint formula which began in 1981 the Japanese were allowed to import only enough cars to allow them to maintain the current percentage of the market they had in 1980. Those restraints are due to expire in March 1984.

From April, 1983 to March, 1984 that amounts to 153,000, all of which are pre-sold, Buchanan said, with another 15,000 on back order, proving customers would rather wait for Japanese products than turn to domestic makes.

Other task force recommendations include:

1. Corporations selling less than 3,000 vehicles a year will be excluded from the regulations but face the current tariff and duty-remission options. Those with 3,001 to 28,000 sales should meet a content provision providing for 10 percent content plus an additional 2 percent for each 1,000 units over 3,000.

2. By 1987 the minimum level of Canadian commitment should be increased for all corporations selling in Canada — even those covered under the Auto Pact.

3. Recommendations for companies with over 3,000 sales not covered under the Auto Pact would be phased-in over three years with no legislated content in 1984 but continued import restraints. By 1985 content should increase to 10 percent, plus one-half percent for each 1,000 units over 3,000, plus continued overall import restraint, and for 1986 10 percent content, plus 1 percent for each 1,000 units over 3,000, plus continued overall import restraints.

4. The federal sales tax would be levied on all vehicles sold in Canada on the basis of purchase price paid by the dealer. It also suggests dropping that tax from 9 to 8 percent. The task force maintains that offshore imports enjoy a $100 to $200 tax advantage over Canadian-produced vehicles because the tax is levied on imports before everything is made ready at the dealer level.

5. The preferential tariff treatment for developing nations would be limited to two-thirds of the Most Favored Nations tariff rate for automotive goods.

Canada currently gives preferential tariff treatment to less developed nations — two-thirds of the Most Favored Nation rate of duty or the British Preferential Rate, whichever is lower, the report said. The British rate is zero for automotive products, so all eligible nations may export vehicles and parts to Canada duty-free, allowing companies such as Mercedes-Benz to import trucks duty-free from Brazil. It will also allow import of the new subcompact Hyundai Pony from Korea duty-free.

CAJAD is worried about the Pony competition. The Korean car will go on sale for less than $6,000 late this year. "We have gone to the Canadian Ministers but they said the numbers are so small, forget about it," Buchanan said. "They said the same thing about the Japanese 15 years ago."

But the task force report basically is limited to conquering competition from major Japanese importers.

"What the task force report really says is that we are currently operating under an automotive trade agreement with the U.S. that has some built-in protection for Canada — an assembly to sales ratio — and has some levels of commitment to Canadian content; for free access to the Canadian market you have to meet those obligations," White said. "We are now turning to those other companies which are now operating in the Canadian market, particularly the Japanese, and saying that the rules we have with U.S. producers are the same rules we have with others. We put a step-by-step procedure in place that would require them to meet a Canadian content level of at least 60 percent. After reaching a certain percentage of the car market, they then have to meet an assembly-to-sales ratio. This is the way we have treated everybody else here."

A major point of the task force recommendation is to insure Canadian firms a percentage of parts manufacturing. According to White, the Japanese purchase $10 million worth of parts from Canada out of $1.5 billion worth of cars, trucks and parts it shipped.

Buchanan says the Japanese are willing to get their parts from Canada, but Canadian manufacturers cannot meet the criteria of quality, on-time delivery and price. He said Japanese auto makers held a seminar in Toronto last year for Canadian parts manufacturers, but few attended. At the meeting, representatives of Canadian parts companies got information on how to obtain orders from the Japanese; but when the time came to approach the Japanese auto makers to make sales, few did so.

The task force report disputes the CAJAD assumption that Canadian parts manufacturers cannot meet the Japanese criteria.

The report said automotive productivity and quality improvements in Canada are equal to or better than those of similar plants in the U.S., but still are lower than Japanese plants. It also said Canadians currently have a parts network that would act as a springboard for further product development. Those manufacturers have already captured 60 percent of the U.S. import market for 1982 in interior trim, sealed beam headlights, radiators, wheels, springs and suspension parts, brakes and brake parts, mufflers and tailpipes.

Although the U.S. has solved some of its problems with Japan, moves by Japanese companies to build vehicles in the U.S. cause problems for Canada, White says. For example, when Nissan built a new truck-making plant in Smyrna, Tenn., it brought over many of its Japanese suppliers, locating them closeby.

"That takes a piece of the U.S. market," White said. "Before that the U.S. market was serviced by North American vehicle manufacturers, and we would get a share of the parts production. With the Japanese taking that piece out of the U.S., it is a smaller market for us to get a piece of."

Another basic concern of CAJAD is that the Japanese will retaliate against other sectors of the Canadian economy such as the lumber business, by purchasing less.

However, the report takes a stand that the Japanese "buy our resources because it is in their best interest to do so. Why would they penalize themselves by buying higher-priced resources of lower quality from others?"

Many critics of the task force indicate Japan could buy resources from Australia. But according to the report, Australia has a tighter content legislation than that being suggested in Canada.

The report further asserts that over 30 countries have limited Japanese imports, and Japan has not retaliated.

Buchanan maintains that Canada's auto industry is regional, limited mostly to Ontario. Other provinces that sell resources to the Japanese fear retaliation against their business.

Canada's export of resources shows an overall trade surplus with Japan, but auto industry officials want to change the mix of exported resources and imported manufactured goods. According to the report, acceptance of the recommendations could help Canadian provinces that don't have automotive ties. It said content legislation will encourage the creation of facilities in Eastern and Western Canada. It is likely Japanese companies forced to source in Canada would build facilities in British Columbia for export to Japan or California, the report said.

The report maintains that export to California is likely, especially if the proposed General Motors-Toyota joint venture to build small cars starting in the 1986 model year is approved by the FTC.

Although a decision on the Canadian-Japanese issue is expected by year-end, the skirmish will go on. One problem facing the domestic industry is a recent turnaround in the vehicle market. Of Canada's Big Three auto makers, only Chrysler made a profit in 1982 — $16.8 million on sales of $3.6 billion. Ford lost $108 million on sales of $7.3 billion. GM lost $71.7 million on sales of $9.5 billion.

With sales improving, it is likely the Big Three will all show profits in 1983. CAJAD is hopeful the profit turnaround will work in its favor.

"The domestic business is booming," said Buchanan. "So what's the problem? We were initially told domestic companies needed breathing room; they've breathed enough."

Members of the task force included White; Patrick J. Lavelle, president, Automotive Parts Manufacturers' Assn. of Canada; Moe Closs, president, Chrysler Canada Ltd.; James Dykes, president, Motor Vehicle Manufacturers' Assn.; Sam Gindin, director of research for Canada, UAW; Donald E. Hackworth, president, General Motors of Canada Ltd.; Kenneth W. Harrigan, president, Ford Motor Co. of Canada Ltd.; and Douglas L. Sedgwick, vice president-planning, Magna International Inc.

ACTUAL CANADAIAN VALUE ADDED AS A PERCENTAGE OF SALES COMPARED TO CVA COMMITMENTS OF ALL AUTO PACT PRODUCERS (1974-1982)

(Canadian $ millions)

	1974	1975	1976	1977	1978	1979	1980	1981	1982
Cost of Vehicle Sales in Canada of all Auto Pact Producers (model year)	3,795	4,545	5,345	6,007	6,727	8,554	8,757	8,659	6,327
Total Canadian Value Added Produced (model year)	2,687	2,987	3,606	4,337	4,951	5,491	4,659	5,368	5,759
Difference Between Cost of Sales and CVA Produced	1,108	1,558	1,739	1,664	1,776	3,063	4,020	3,235	568
Total Achieved CVA as % of Cost of Sales	71%	66%	67%	72%	74%	64%	53%	62%	91%
Total CVA as a % of Cost of Sales Committed to by all Auto Pact Producers	62%	61%	61%	60%	59%	58%	57%	58%	59%

Source: Auto Pact Company Reports to Department of Industry, Trade and Commerce and Regional Economic Expansion.

Toyo Kogyo profits up

LOS ANGELES. — Toyo Kogyo Co. Ltd. reported its operating revenue rose 13 percent to a record $2.81 billion in the first half of its fiscal year.

Ordinary before-tax income for the period ended April 30 also set a first-half record at $93.3 million, an increase of 2.9 percent from a year earlier. Net after-tax earnings rose 2.6 percent to $46.1 million.

The Japanese company attributed the gains to strong sales of its new Mazda 626 and GLC and to cost reductions.

Car and truck unit sales for the period increased 7.5 percent to 654,865, including 73,540 KD kits. Export sales rose 7.9 percent to 450,068, representing a 68.7-percent share of total unit sales. Domestic sales of 204,797 were up 6.6 percent and represented a 31.3-percent share.

Truck export sales set a record at 11,169, up 12.1 percent from a year earlier. Exports to Syria and Egypt and kits to South Korea were the biggest contributors. Total truck sales climbed 8 percent to 182,583.

Auto sales of 472,282 were up 7.2 percent.

Vehicle production rose 6.2 percent to 647,893, including 73,540 KDs. Cars represented 465,906 units of that total; trucks, 181,987.

Huey is new owner of Carlson Olds-Honda

FRONTENAC, Mo. — William R. (Dick) Huey is the new owner of Carlson Olds-Honda here.

Huey succeeds George Carlson as president and owner. Carlson's family started in the auto business in 1928 with a Chevrolet dealership in Wheaton, Ill. In 1960, the Carlsons took over Evens Oldsmobile in Clayton and later relocated here.

Toyota

Continued from Page E-12

affect the cost of owning its vehicles.

These factors, he said, include initial purchase price, fuel economy, unscheduled maintenance costs, depreciation, scheduled maintenance costs, collision repair costs and insurance costs.

As an example of the program's success, Schrandt noted that scheduled maintenance costs for Toyota's entire 1983 model lineup have been reduced from the 1982 level by 31.7 percent.

Schrandt said collision repair is a big area that "hadn't been addressed by Toyota until the government started crashing our cars a little bit beyond what the standards called for."

"We suddenly focused our attention on it and, in an effort to lower collision and insurance costs of our vehicles, we began to work with insurance companies," he said. "We have a big effort with Tech-Cor, a division of All-State Insurance Co., which has a big research group.

"We said 'Hey, here is our 1986 products. Take a look at them and tell us where you see high repairability costs in case of collision,' " he said.

"We have been doing this for a number of years," Schrandt said. "We started this in 1979 and they were looking at 1982.

"As a result of the recommendations they made and the changes Toyota made, the 1982 Toyota Cressida and Starlet got an insurance discount," he said.

During the 1980s, Schrandt said Toyota will continue to build on its "already developed solid foundation in both service and parts."

He revealed that, on January 1, 1984, a new Toyota Customer Relations Network will be implemented with the following features: Direct on-line entry with batch entry as backup; handling of customer concerns in a more expedient manner; emphasis on dealer involvement in resolution of customer problems by providing customer contacts directly to dealer; expanded reporting capabilities; message communications to national headquarters, distributors and dealers, and automatic selection of customer files for followup satisfaction surveys.

Toyota deal for Murray

ROCKY MOUNT, N. C.—Bobby Murray, owner of Bobby Murray Chevrolet, Inc., Raleigh, N. C., has purchased Rocky Mount Toyota and has renamed it Bobby Murray Toyota, Inc.

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Car-truck figures climb

Japanese boost output, sales, exports

The Japanese motor vehicle industry is undergoing ups and downs in 1983.

In the first eight months of 1983 (January through August), passenger car production in Japan was up 3.0 percent over the corresponding period in 1982. Truck output was up 2.9 percent, and bus output was down 19.9 percent. Total production of motor vehicles showed a 2.8 percent boost over last year.

Production of regular-size Japanese cars dropped 12.2 percent from a year earlier, but small cars showed a 3.8 percent increase and mini models were up 23.7 percent.

New vehicle registrations in the first eight months of 1983 showed a 3.1 percent improvement over a year earlier, with passenger cars up 3.4 percent, trucks up 2.9 percent and buses down 8.4 percent.

Japanese vehicle exports showed a 0.2 percent increase in this year's eight-month period, with cars up 1.1 percent, but trucks down 1.3 percent and buses down 12.5 percent.

Despite Japan's voluntary restraint agreement (VRA) with the U. S., vehicle shipments to the U. S. in the first eight months of 1983 were up 1.8 percent, on the strength of truck exports which were up 10.1 percent. Passenger car exports to the U. S. were down 0.5 percent.

Japanese motor vehicle production increased 6.0 percent in August 1983 to 723,661 units compared to 682,848 in August 1982. Output of passenger cars rose 9.4 percent to 469,832 units and truck production inched up 1.0 percent from the previous year to 250,354 units. Bus production remained down, 36.5 percent from the 1982 level.

Total worldwide exports were 410,833 units as compared to 397,492 in August 1982, a 3.4 percent increase. This total includes a 4.6 percent increase in passenger cars, a 1.4 percent increase in trucks and a 12.7 percent decrease in bus exports. Exports to the U.S. in August 1983 were 160,759 units compared to 154,479 units in August 1982, a 4.1 percent increase on a month-to-month comparison.

Japan's domestic motor vehicle market showed an 8.5 percent improvement in sales compared with August 1982, from 285,826 units to 310,025 units in 1983. A 12.3 percent increase in passenger car sales and a 3.9 percent increase in truck sales reportedly was due in part to positive consumer response to the introduction of new models.

Statistics follow:

Production (1)

	Passenger cars	Trucks	Buses	Total
August, 1983	469,832	250,354	3,475	723,661
August, 1982	429,422	247,950	5,476	682,848
% Change	9.4%	1.0%	−36.5%	6.0%
Year to date '83	4,679,746	2,582,104	38,147	7,299,997
Year to date '82	4,542,474	2,509,500	47,639	7,099,613
% Change	3.0%	2.9%	−19.9%	2.8%

Production Passenger Cars by Size (2)

	Regular	Small	Mini	Total
August, 1983	30,385	418,978	20,469	469,832
August, 1982	32,256	384,033	13,133	429,422
% Change	5.8%	9.1%	55.9%	9.4%
Year to date '83	315,223	4,223,728	140,795	4,679,746
Year to date '82	358,934	4,069,732	113,808	4,542,474
% Change	−12.2%	3.8%	23.7%	3.0%

New Vehicle Registration (in Japan) (3)

	Passenger cars	Trucks	Buses	Total
August, 1983	175,262	133,481	1,282	310,025
August, 1982	156,019	128,495	1,312	285,826
% Change	12.3%	3.9%	−2.3%	8.5%
Year to date '83	2,042,251	1,474,866	14,536	3,531,653
Year to date '82	1,975,628	1,432,992	15,872	3,424,492
% Change	3.4%	2.9%	−8.4%	3.1%

Export (4) (5)

	Passenger cars	Trucks	Buses	Total
August, 1983	274,570	132,976	3,287	410,833
August, 1982	262,561	131,164	3,767	397,492
% Change	4.6%	1.4%	−12.7%	3.4%
Year to date '83	2,574,164	1,189,316	27,382	3,790,862
Year to date '82	2,545,765	1,205,050	31,299	3,782,114
% Change	1.1%	−1.3%	−12.5%	0.2%

Export to U.S. (6)

	Passenger cars	Trucks	Buses	Total
August, 1983	125,066	35,693	0	160,759
August, 1982	120,700	33,779	0	154,479
% Change	3.6%	5.7%	0.0%	4.1%
Year to date '83	1,119,563	335,345	6	1,454,914
Year to date '82	1,124,840	340,491	0	1,429,331
% Change	−0.5%	10.1%	0.0%	1.8%

Export by Major World Market Areas (August, 1983)

	Passenger cars	Trucks	Buses	Total
S.E. Asia	21,461	22,306	639	44,406
M.E. Asia	11,905	26,456	822	39,183
Europe	71,332	16,545	17	87,894
N. America	138,156	38,703	0	176,859
C.S. America	8,697	5,475	196	14,368
Africa	4,417	12,621	987	18,025
Oceania	18,151	10,752	618	29,521
Others	451	118	8	577
TOTAL	274,570	132,976	3,287	410,833

All figures are on unit basis. (1) Production figures are as reported by all automobile manufacturers in Japan. (2) Size definitions are according to Japanese classification by piston displacement as follows: Regular 2,001 cc and more; Small 551 to 2,000 cc; Mini 550 cc and less. (3) New vehicle registration (in Japan) figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA. (4) All export figures are as reported by individual manufacturers on a constant basis for each month. (5) Export figures include the number of automobile in "knock-down" form exported to overseas countries for assembly. (6) Export figures to include Alaska and Hawaii. They do not include Puerto Rico and other island territories governed by the U.S. Government.

'Cheap' gasoline, engine woes hurt market

Diesel-car sales slump continues

By Jim Plegue
Staff Writer

The diesel-car market continued its disappearing act during the 1983 model year.

Domestic and import makers sold 195,041 diesel-powered cars during the period, a staggering 44.92-percent plunge from the 354,128 sold during the '82 model year and a far cry from 1981's peak sales of 536,440 cars.

The diesel cars accounted for a paltry 2.21-percent of total 1983-model sales, less than half the 4.59-percent penetration of 1982 and well below the 5.98-percent share that diesel cars held during the 1981 model year.

The fading popularity of the diesel engine can be blamed on stabilized or lower gasoline prices, the renewed consumer interest in performance cars and problems — be they real or perceived — with some diesel engines, particularly those sold by General Motors dealers.

There were plenty of losers, only a few winners.

Winner: Mercedes-Benz, which supplanted Oldsmobile to become the number one individual retailer of diesel cars in the U. S. and the maker holding the biggest chunk of the market.

The German maker sold 55,903 diesel cars during the 1983 season, up 10.73 percent from the 50,484 sold in '82. Mercedes doubled its market share — from 14.26 percent last year to 28.66 percent in 1983.

Loser Number One: General Motors. Its 1983-model diesel sales of 74,846 units represented a 60.28-percent drop from the 188,444 sold during 1982.

GM market penetration hit the skids, too. The company's 38.38-percent share of the diesel market was down 14.83 percentage points from the 53.21-percent share of the '82 model year. In 1981, GM's diesel market share topped 63 percent.

All GM divisions reported major drops, both in volume and in market penetration. Oldsmobile, GM's diesel volume leader, sold 44,136 diesel cars during 1983, down 49.27 percent from 87,015 during 1982. Oldsmobile market penetration slipped nearly two percentage points — from 24.57 percent to 22.63 percent in 1983.

Loser Number Two: Volkswagen-Audi. Despite a 17.28-percent increase in diesel sales by Audi, the VW-Audi aggregate dropped 51.61 percent because of poor diesel sales by Volkswagen.

VW-Audi sold 35,756 diesel cars during the 1983 model year, compared with 73,888 in 1982. VW-Audi market share dropped from 20.86 percent in 1982 to 18.33 percent in 1983.

Audi is dropping out of the diesel market entirely during 1984. Its 4000 and 5000 models will not be offered with diesel engines.

Volkswagen diesel sales of 27,857 during the '83 model year were off 58.52 percent from the 67,153 sold during '82. VW's decline is a result of sluggish Rabbit diesel sales.

Only 21 percent of Rabbit sales during the 1983 model year were diesel models, compared with more than 60 percent during the car's heyday in 1981. For the current calendar year, the Rabbit diesel installation rate is even lower: 17 percent.

Volkswagen has made the diesel engine the standard power in its 1984-model Rabbit and Jetta models. Gasoline engines are now an extra-cost option in those cars.

Datsun and Peugeot diesel sales during 1983 were nearly halved, while Isuzu diesel sales were down 26.9 percent. Despite those reductions, each company made slight gains in market penetration during 1983.

Datsun has dropped its diesel-powered Maxima model for the '84 model year, but will continue to sell a diesel-powered version of the Sentra.

Volvo was the only other maker to record a year-to-year improvement in diesel sales. The company sold 6,925 diesel cars, up 4.64 percent from 6,618 sold during 1982. Volvo market share of 3.55 percent was up 1.68 percentage points from 1982's share of 1.87 percent.

Despite the shrinking diesel market, there are several new diesel entries for 1984.

Mercedes-Benz has just introduced its new 190-D 2.2 diesel model. Ford Motor Co. has added a 2.0-liter Toyo Kogyo-built diesel as an option in Ford Escort and Tempo and Mercury Lynx and Topaz, as well as a BMW-made six-cylinder turbocharged diesel as an option in Lincoln Mark VII. Toyota has introduced a Camry 1.8-liter turbo diesel model and a 1.8-liter diesel-powered Corolla for 1984.

Diesel percentages of makers' sales

	M.Y. 1983	M.Y. 1982
Cadillac	2.48	10.11
Buick	1.30	5.01
Pontiac	0.50	2.23
Chevrolet	1.00	3.40
Oldsmobile	4.62	11.46
GM Total	1.93	5.54
VW	19.53	38.92
Audi	17.36	14.38
VW-Audi Total	19.00	33.68
Mercedes-Benz	77.80	78.81
Peugeot	43.10	73.87
Volvo	8.55	9.26
Datsun	1.26	2.57
Isuzu	43.15	79.61
Grand Total	2.21	4.59

Sales of diesel-powered cars in the U. S.

	Model Year 1983	Percent Share of Market	Model Year 1982	Percent Share of Market
Cadillac	7,194	3.69	23,973	6.77
Buick	10,680	5.48	35,062	9.90
Pontiac	2,584	1.32	10,316	2.91
Chevrolet	10,252	5.26	32,078	9.06
Oldsmobile	44,136	22.63	87,015	24.57
General Motors Total	74,846	38.38	188,444	53.21
Volkswagen	27,857	14.28	67,153	18.96
Audi	7,899	4.05	6,735	1.90
VW-Audi-Total	35,756	18.33	73,888	20.86
Mercedes-Benz	55,903	28.66	50,484	14.26
Peugeot	6,208	3.18	11,019	3.11
Volvo	6,925	3.55	6,618	1.87
Datsun	6,581	3.38	11,600	3.28
Isuzu	8,822	4.52	12,075	3.41
TOTAL	195,041	.....	354,128	.....

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Ford splits stock 3 for 2; cash dividend maintained

DEARBORN. — Ford Motor Co. directors declared a three-for-two stock split and a cash dividend, to take place Dec. 1 for stockholders of record on Nov. 1.

The cash dividend will be 45 cents on shares outstanding before the split, effectively maintaining the 30-cent rate paid in the third quarter. Before that, no dividends had been paid for six quarters.

Ford stock had been trading in the neighborhood of $66 prior to the split and dividend announcement.

"The rule on Wall Street is, as the price nears $75, you should begin thinking about splitting it," said Arvid Jouppi, independent analyst based in Grosse Pointe, Mich.

Jouppi said Ford should have no problem maintaining a 30-cent-a-share dividend on the 181.5 million shares that will be outstanding after the split. That would represent an annual dividend outlay of about $218 million for Ford.

"Their earnings are coming through very strongly," he said.

"The board of directors is saying: (Chairman Philip) Caldwell has done it: North America is profitable. And the general automotive outlook is good.

"Farther down the road, stockholders are going to remember this when Ford is seeking new money; that is, selling equity," Jouppi said.

Ford last split its stock in May, 1977, when it issued stockholders one extra share for every four owned. There was also a two-for-one split in May, 1962.

Chrysler names Dellas Huntsville plant manager

HUNTSVILLE, Ala. — George J. Dellas has been named manager of Chrysler Corp.'s Huntsville Automotive Electronics Plant. He formerly was manufacturing staff executive — Stamping, Assembly and Diversified Operations Group.

At Huntsville, Dellas succeeds Bryan P. Prucher, who has been appointed manager of production engineering for Chrysler's Stamping, Assembly and Diversified Operations.

Buick adds 4 dealers in its Memphis zone

MEMPHIS. — Buick has added four dealers in its Memphis zone. They are:

Richard Layton, Dick Layton Buick, Little Rock; Ray Smith, Ray Smith Chevrolet-Buick, Camden, Tenn.; Howard Davidson, Davidson Chevrolet-Buick, Booneville, Miss., and Joseph Bonura, Heritage Buick, New Orleans.

obituaries

Emil Mazey

DETROIT.—Emil Mazey, 70, retired UAW secretary-treasurer, died Oct. 9. Mr. Mazey, who held that position for 33 years, retired in 1980. He played a leading role in many UAW organizing campaigns including the effort at the Ford Rouge Plant in 1941. His slogan was, "Consider the turtle. He makes no progress until he sticks his neck out."

Allen W. Merrell

DETROIT. — Allen W. Merrell, 67, retired Ford Motor Co. vice president for civic and governmental affairs, died Oct. 6 in Charlottsville, Va. Mr. Merrell joined Ford in 1941, became assistant to the president in 1945 and was named civic and governmental affairs director in 1959. He was elected a vice president in 1963 and retired in 1972.

George B. Good

EASTON, Pa.—George B. Good, 89, who from 1920 to 1971 was associated with his late brother, Harold, in the operation of Good Brothers Ford in suburban Ottsville, Pa., died Sept. 14.

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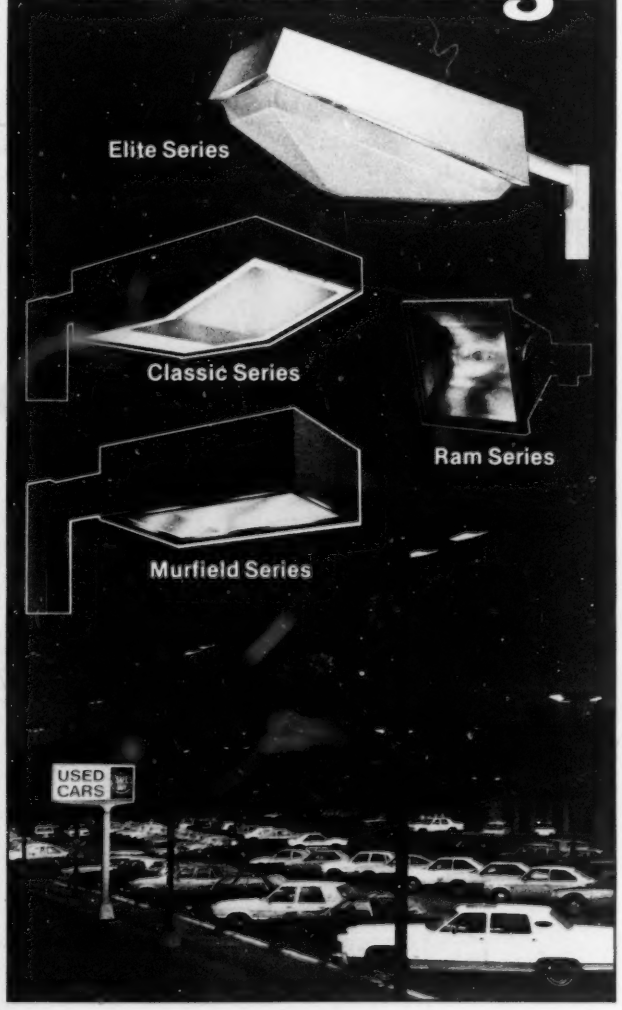

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FTC initial decision finds discrimination in ad allowances

GM told to treat rental firms evenly

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors illegally discriminated against small car-rental firms by giving them smaller advertising subsidies than it gave to larger ones, according to an initial decision by FTC law judge James P. Timony.

GM was ordered to provide even treatment under the judge's order and it must advertise its advertising program in at least two publications for five years.

GM is reviewing the decision and expects to appeal.

The case is a companion to another also brought against Ford Motor Co.

The Ford case was tentatively settled last June in a similar fashion, but at that time, the consent settlement stipulated that Ford was not bound if GM — through its litigation — received a better deal. Thus, Ford has an opportunity to challenge the initial decision against GM if it is dissatisfied.

The judge's order in the GM case can be reviewed by the five FTC commissioners on their own initiative or on appeal. If neither occurs, then the judge's initial decision becomes final within 30 days.

• After dropping the Robinson-Patman Act charges which he found did not obtain, Timony ruled that GM's payments of millions of dollars in advertising allowances to a few large rental and leasing firms and not to smaller competitors was an unfair method of competition, in violation of the FTC Act.

He noted that the large firms could "shift to GM a substantial portion of their advertising expenditures, while smaller competitors are unable to command such allowances."

According to the initial decision, GM in 1978 favored 15 rental and leasing firms and even among those, "GM does not make proportionally equal advertising payments." For example, "National Car Rental System received about $160 per GM car purchased during 1976-78 while other favored customers received less, ranging down to $6 or $7 per car."

Under the agreement, GM would have to make payments available on proportionally equal terms to all competing rental and leasing firms. GM could terminate advertising agreements under certain conditions — if a firm were using false or deceptive advertising, or advertising in a manner that reflects negatively on GM, or fails to do a reasonable job of vehicle maintenance.

Under similar circumstances, GM could also refuse to enter into joint advertising agreements. But in all circumstances, treatment must be consistent among renters and leasers.

Keep curbs, don't raise 'em, UAW tells Reagan, Japan

By Marjorie Sorge
Labor Editor

DETROIT.—The UAW continued to badger the Reagan Administration on the import issue as union President Owen Bieber called for the continuation of auto export restraints by the Japanese auto makers at current levels or below for at least two more years.

In a letter to President Reagan, Bieber also urged the Administration "to do everything possible to see that no separate quotas are provided for General Motors' planned import of cars produced for them by Isuzu and Suzuki in Japan."

GM would like to have the quotas raised from 1.68 million to perhaps 2 million. The current Voluntary Restraint Agreement (VRA) expires March 31, 1984.

GM is planning to sell about 100,000 subcompacts imported from Isuzu and is also planning to import between 80,000 and 100,000 small cars from Suzuki for the 1985 model year. In addition, the company is awaiting FTC approval of a joint venture with Toyota to produce 200,000 small cars annually at its idle Fremont (Calif.) assembly plant starting with the 1986 model year.

Bieber's statement was well orchestrated, coming the same week as an announcement from Chrysler Corp. that if the restraints are raised or eliminated, it will likely scrap plans for its American-built small cars and begin importing them from Japan.

• According to Bieber, raising the VRA level from 1.68 million to 2 million would cost the U. S. nearly 100,000 jobs and that would double if the quotas were increased to 2.3 million.

In calling for an extension of at least two years, he said one more year is "unacceptable. (It) will not spur additional Japanese investment here nor prevent the U. S. companies from making a headlong rush to bring in imports themselves. In fact, it would appear to be playing politics, given the election-year timing and the one year of restraint expiring just 10 weeks after the 1985 inauguration."

While some observers have said the restraints would make the U. S. auto industry "fat and lazy," Bieber pointed to the concessions made by the auto workers to save jobs, the reinvestment programs of the domestic companies and the price restraints exercised by the companies during the first three years of the VRA.

He said the nation and the industry "need the stability of continued restraints by the Japanese to consolidate these gains."

The Japanese currently are taking 21.4 percent of the U. S. market.

Peugeot's president to head Citroen, too

PARIS. — Jacques Calvet, president of Automobiles Peugeot, has also become president of Automobiles Citroen.

Both are subsidiaries of Peugeot S.A. At Citroen, Calvet succeeds Jean Barratre, who has been assigned to an executive post at PSA.

L-M deal for Cherek

MILWAUKEE. — Duane Cherek has opened Cherek Lincoln-Mercury here.

Where Auto Market was in 1983 model year

	Total Sales	Pct. of Total
SUBCOMPACT	1,162,385	13.19
COMPACT	1,443,501	16.37
INTERMEDIATE	2,224,391	25.23
STANDARD	1,148,583	13.03
LUXURY	496,290	5.63
IMPORT	2,340,878	26.55
TOTAL	8,816,028	100.00

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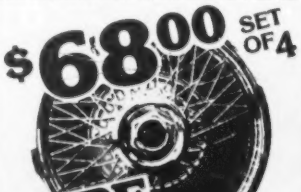

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Costs outweigh benefits, report finds

Smog controls called unpopular

ST. LOUIS. — A working paper published by the Washington University Center for the Study of American Business, asserts that "the cost per car of pollution control through 1978 enforcement levels outweigh the most complete benefit estimates available."

The report was derived from the dissertation of Dr. James Langerfield, assistant to the director of the bureau of competition at the FTC.

It was funded by the center, which pointed out that "the analysis and conclusions set forth are those of the author and do not necessarily reflect the views of other members of the FTC staff or the commission itself."

The conclusion of the paper, entitled The Costs and Benefits of Automobile Emissions Controls and Safety Regulation, "was arrived at by comparing production costs and social benefits, as well as by estimating, in dollar terms, auto buyers' responses to these regulations."

Langerfield said that the public expresses strong support for environmental regulation in poll after poll. Yet, when the cost of these controls becomes more personal — as in reduced fuel efficiency, higher operating costs and poorer engine performance due to auto emission standards — the consumer's enthusiasm wanes."

Were it possible to do so, consumers would have been willing to pay an additional $355 (in 1982 dollars) in order to purchase an auto free of pollution control devices in 1978, according to Langerfield. Morever, he said, this cost is in addition to the new-car price increase due to original installation of pollution control devices.

• By adding this cost to pay for removal of the pollution control devices ($355 per new 1978 vehicle) to the estimated cost of installing all the equipment required by federal environmental regulation ($438 per car), the study estimates the total cost per vehicle for federal pollution controls at $793 (in 1983 dollars).

Consumer response to pollution controls, herefore, plus the production costs of achieving the required levels of pollution control, came to $8.9 billion (in 1982 dollars).

That outweighs the best estimates of benefits of $6.8 billion by approximately $2 billion a year, computed in 1982 dollars, Langenfield said.

"This analysis finds also that federal safety regulations through 1978 did not significantly improve the value of new cars, as perceived by consumers. Apparently, car buyers considered whatever benefits brought about by the safety standards to be offset by the associated inconveniences and extra operating costs," the study said.

"While Americans continue to be concerned with environmental and safety issues regarding autos, it is clear that when the cost of these programs becomes personalized, the consumer is willing to make tradeoffs," Langenfield said.

Given that pollution control regulations have not been relaxed since 1978, this research implies that current pollution control levels are "too strict and fail the cost/benefit test," the report said.

The results do not suggest that the automobile emissions controls should be abolished, but the results do suggest that a rollback of federal standards is appropriate, Langenfield said.

Mexican workers consider aiding plants by selling cars

MEXICO CITY. — The latest twist in the unstable Mexican automotive sector is that workers are considering pitching in to help assembly plants' efforts to increase sales.

The novel idea was broached by General Motors of Mexico workers as a means of overcoming slumping sales and guaranteeing jobs for assembly plant personnel.

According to the plan worked out by the GM union and revealed by Jose Garcia, who handles worker public relations, it would be possible for assembly plants to increase sales if they cooperate in allocating an unspecified part of their production to workers.

Workers would then be on the order of "mini-distributors," selling cars to friends, relatives and acquaintances.

Workers are in accord with the idea, seeing it not only as a means of protecting jobs and increasing car sales, but also providing additional income.

Garcia explained that if workers, who obtain price concessions, could have two or three units on the same terms, sales could spurt.

While the suggestion is under study, no definite commitment has been made by management, and other car producers have not given any signs of approval or rejection of the labor offer.

• Commenting on the industry uncertainties, the Independent Union of Workers of the National Automotive Industry said that workers are worried because they can see no possibility of major improvement over the near, and possibly medium, term.

As Tomas Guevara, secretary of the union expressed it, workers are not expecting the situation to improve, but only hoping that "it won't get worse."

According to Guevara, whose union includes Renault and Diesel Nacional (Dina) workers, there is no certainty that despite the already sharp production-sales slumps that a "bottoming out" is in sight.

Informed industry sources, meanwhile, have said that apparently assembly plants will continue producing bigger cars, but with four-cylinder and six-cylinder engines.

The Chrysler plant has already taken steps in this direction, planning to produce four-cylinder engines with compressors to increase power yields and possibly reduce gas costs.

Reportedly, eight-cylinder engine production will continue in Mexico, but these will be used only for trucks.

Motor vehicle litigation declines in California

SAN FRANCISCO, Calif. — A slight decline in the motor-vehicle litigation index during the 1981-1982 fiscal year has been reported by the Insurance Information Institute. The 1981-1982 index was 205.1, compared with 209.6 for fiscal 1980-1981.

The index represents the number of motor-vehicle cases filed in California Superior Courts per 100,000 population. Cases filed in fiscal 1981-1982 totaled 50,180 vs. 50,723 in the prior period.

factories list auction dates

American Motors

Oct. 25—Aptco Auto Auction, Taylor, Mich.

Oct. 26—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 27—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Oct. 25—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago, Ill., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Oct. 26—Southern Auto Auction, Warehouse Point, Conn., and Minneapolis Auto Auction, Plymouth, Minn.

Ford Motor Co.

Oct. 25—Dallas Auto Auction, Grand Prairie, Tex.

Oct. 26—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Oct. 26—Metro Auto Auction of Kansas City, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Oct. 27 — Indianapolis Auto Auction, Indianapolis, Ind., and Butler Auto Auction, Gibsonia, Pa.

Model breakdown
Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1983	$10,673	$ 9,960	$10,166
1982	7,703	7,629	7,702
1981	6,023	5,179	6,158
1980	5,468	5,193	5,129
1979	4,425	4,613	4,577
1978	3,562	3,405	3,579
1977	2,175	2,523	2,781
1976	1,855	1,811	1,926
Overall Average	$ 5,287	$ 5,190	$ 5,159

Used Car Sales
Auction Averages

October to date	$5,287
Month ago	$5,197
Year ago	$4,484

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

EIGHT MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**56**	**56**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	59	59
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**572**	**572**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	408	408
CHEVROLET	**Aug., '83**	**41,292**	**30,353**	**2,662**	.....	**26**	**854**	**697**	**31**	**75,916**
	Aug., '82	28,827	22,832	1,315	.....	28	686	633	57	54,378
	Year to Date '83	**310,861**	**242,777**	**10,895**	.....	**175**	**3,555**	**4,422**	**305**	**573,010**
	Year to Date '82	269,994	211,355	12,587	.....	270	3,324	5,007	461	502,998
(Memo Units) #	**Aug., '83**	**26,841**	**13,242**	.....	.....	.....	.....	.....	.....	**40,083**
	Aug., '82	16,700	8,828	.....	.....	.....	.....	.....	.....	25,528
	Year to Date '83	**210,321**	**101,487**	.....	.....	.....	.....	.....	.....	**311,808**
	Year to Date '82	161,821	72,565	.....	.....	.....	.....	.....	.....	234,386
DODGE	**Aug., '83**	**12,209**	**7,826**	.....	.....	.....	.....	.....	.....	**20,035**
	Aug., '82	12,242	6,453	1	.....	.....	.....	.....	.....	**18,696**
	Year to Date '83	**98,206**	**66,414**	.....	.....	.....	.....	.....	.....	**164,620**
	Year to Date '82	97,946	51,740	.....	.....	.....	.....	.....	.....	149,705
(Memo Units) #	**Aug., '83**	**8,400**	**6,236**	.....	.....	.....	.....	.....	.....	**14,636**
	Aug., '82	6,911	4,791	.....	.....	.....	.....	.....	.....	**11,702**
	Year to Date '83	**62,149**	**48,408**	.....	.....	.....	.....	.....	.....	**110,557**
	Year to Date '82	60,936	36,056	.....	.....	.....	.....	.....	.....	96,992
FORD	**Aug., '83**	**28,774**	**43,526**	.....	.....	.....	**1,089**	**1,487**	**612**	**75,488**
	Aug., '82	22,154	32,736	.....	.....	.....	1,940	1,867	879	59,576
	Year to Date '83	**217,639**	**352,706**	.....	.....	.....	**6,762**	**11,994**	**4,908**	**594,009**
	Year to Date '82	164,868	290,601	.....	.....	.....	8,206	14,825	6,079	484,579
(Memo Units) #	**Aug., '83**	**22,1110**	**16,149**	.....	.....	.....	.....	.....	.....	**38,259**
	Aug., '82	13,741	13,682	.....	.....	.....	.....	.....	.....	27,423
	Year to Date '83	**166,943**	**135,904**	.....	.....	.....	.....	.....	.....	**302,847**
	Year to Date '82	91,772	109,946	.....	.....	.....	.....	.....	.....	201,718
FREIGHTLINER	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**564**	**564**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	624	624
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,428**	**6,428**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,731	4,731
GMC	**Aug., '83**	**9,075**	**9,699**	**110**	.....	**20**	**716**	**754**	**753**	**21,127**
	Aug., '82	6,857	7,777	11	.....	133	555	765	713	16,805
	Year to Date '83	**69,959**	**76,539**	**336**	.....	**179**	**3,732**	**5,868**	**4,264**	**160,879**
	Year to Date '82	57,386	64,791	725	.....	817	2,721	9,930	5,822	142,192
(Memo Units) #	**Aug., '83**	**5,373**	**4,218**	.....	.....	.....	.....	.....	.....	**9,591**
	Aug., '82	3,319	2,553	.....	.....	.....	.....	.....	.....	5,872
	Year to Date '83	**42,700**	**31,798**	.....	.....	.....	.....	.....	.....	**74,498**
	Year to Date '82	28,466	19,346	.....	.....	.....	.....	.....	.....	47,812
INTERNATIONAL	**Aug., '83**	.....	.....	.....	.....	.....	**2,685**	**947**	**1,385**	**5,017**
	Aug., '82	.....	.....	.....	.....	.....	2,042	1,024	1,049	4,115
	Year to Date '83	.....	.....	.....	.....	.....	**12,174**	**7,279**	**11,878**	**31,331**
	Year to Date '82	.....	.....	.....	.....	.....	10,349	8,031	11,103	29,483
JEEP	**Aug., '83**	**3,161**	**1,814**	.....	.....	.....	.....	.....	.....	**4,975**
	Aug., '82	3,003	1,429	.....	.....	.....	.....	.....	.....	4,432
	Year to Date '83	**26,175**	**17,238**	.....	.....	.....	.....	.....	.....	**43,413**
	Year to Date '82	23,249	15,562	.....	.....	.....	.....	.....	.....	38,811
(Memo Units) #	**Aug., '83**	**3,161**	**1,618**	.....	.....	.....	.....	.....	.....	**4,779**
	Aug., '82	3,003	1,131	.....	.....	.....	.....	.....	.....	4,134
	Year to Date '83	**26,175**	**14,528**	.....	.....	.....	.....	.....	.....	**40,703**
	Year to Date '82	23,249	11,713	.....	.....	.....	.....	.....	.....	34,962
KENWORTH	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**460**	**460**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	530	530
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,122**	**4,122**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,870	4,870
MACK	**Aug., '83**	.....	.....	.....	.....	.....	**221**	**85**	**876**	**1,182**
	Aug., '82	.....	.....	.....	.....	.....	138	64	867	1,069
	Year to Date '83	.....	.....	.....	.....	.....	**1,393**	**657**	**7,514**	**9,564**
	Year to Date '82	.....	.....	.....	.....	.....	1,402	410	8,609	10,421
MERCEDES-BENZ	**Aug., '83**	.....	.....	.....	.....	.....	**155**	**99**	.....	**254**
	Aug., '82	.....	.....	.....	.....	.....	142	88	.....	230
	Year to Date '83	.....	.....	.....	.....	.....	**1,153**	**616**	.....	**1,769**
	Year to Date '82	.....	.....	.....	.....	.....	1,365	641	.....	2,006
PETERBILT	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**548**	**548**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	359	359
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,271**	**4,271**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,736	3,736
PLYMOUTH	**Aug., '83**	**323**	**378**	.....	.....	.....	.....	.....	.....	**701**
	Aug., '82	446	261	.....	.....	.....	.....	.....	.....	707
	Year to Date '83	**3,279**	**2,952**	.....	.....	.....	.....	.....	.....	**6,231**
	Year to Date '82	4,444	2,721	.....	.....	.....	.....	.....	.....	7,165
VOLVO	**Aug., '83**	.....	.....	.....	.....	.....	.....	**115**	**33**	**148**
	Aug., '82	.....	.....	.....	.....	.....	.....	66	13	79
	Year to Date '83	.....	.....	.....	.....	.....	.....	**596**	**377**	**973**
	Year to Date '82	.....	.....	.....	.....	.....	.....	290	123	413
WESTERN STAR	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**27**	**27**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	38	38
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**197**	**197**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	446	446
WHITE	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**148**	**148**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	312	312
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,382**	**1,382**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,490	1,490
MISCELLANEOUS*	**Aug., '83**	**46,313**	**856**	**2**	**33**	**1**	.....	**23**	**65**	**47,293**
	Aug., '82	29,996	538	.....	2	2	.....	15	104	30,657
	Year to Date '83	**268,966**	**5,258**	**2**	**214**	**6**	.....	**165**	**565**	**275,176**
	Year to Date '82	204,881	4,288	.....	7	9	.....	109	987	210,281
TOTALS	**Aug., '83**	**141,147**	**94,452**	**2,775**	**33**	**47**	**5,720**	**4,207**	**5,558**	**253,939**
	Aug., '82	103,519	72,026	1,327	2	163	5,503	4,522	5,604	192,666
	Year to Date '83	**995,105**	**763,884**	**11,235**	**214**	**360**	**28,769**	**31,597**	**45,783**	**1,877,947**
	Year to Date '82	822,768	641,058	13,331	7	1,096	27,367	39,243	48,865	1,593,735

★—No Oklahoma registrations, 1983 and 1982; New Mexico, August, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

With ½ pct. of Dodge ad dollars

Magazines are urged to support promotion

By Joseph Bohn
Marketing Editor

BBD&O Detroit asked magazines with which it does business to return one-half of one percent of their gross Dodge ad revenues for a special trade paper campaign, aimed at telling car dealers why and how it uses the print medium.

It is the third recent effort by an auto division to gain merchandising support from magazines and appears to have more support from publications than previous programs by Chevrolet and Ford.

Some major publications still expressed private reservations about the proposal, though, and were still debating whether to go along at presstime.

In concept, the magazine community feels that a program like this, aimed at promoting their medium, is a good one. But some major books object to the concept of providing merchandising support, no matter what form it takes.

Apparently, auto dealers are heavily addicted to TV as the best medium for factory advertising and have on occasion questioned why car companies spend as much as they do in the magazines, even though magazines typically only take 20 to 30 percent of Detroit's budgets.

Eugene McCarthy, senior vice president - media division, BBD&O Detroit, apparently feels he can run a campaign that will educate them while benefitting the print community, his client and agency.

McCarthy declined comment on his program. Industry sources said it may be because the proposal is still under consideration at some publications, and because word hasn't gotten out to all of them yet.

• BBD&O runs Dodge ads in an estimated 70 to 80 publications, and Dodge is said to have a higher percentage of dollars in print than many other car divisions.

Generally, the magazine reps who privately opposed the idea were those whose publications had no merchandising policy.

McCarthy ran his idea by the Magazine Publishers Assn. committee in Detroit before announcing it generally.

A member of that group said, "We're 100 percent in favor of it. We talked about it at a meeting, and we thought it was a helluva thing for magazines.

"There are some magazines they're (Dodge) using that aren't part of the MPA, so it can't officially be endorsed by the MPA," he said.

His own publication, he added, one of the top 10 nationally, contributes a certain number of dollars per page to any advertiser for merchandising support and that's how much it would contribute to the BBD&O program.

Similarly, another MPA member thought the program "might be a success" and indicated that several magazines which he represented supported it.

"It's not a big nut to swallow," he concluded.

Those who favored the idea pointed out that the MPA spends promotional money yearly to reach dealers at the NADA convention in an effort to do what BBD&O is seeking to do.

They also pointed to the merchandising money given for "premiums, ducks, posters . . . meaningless crap," which had no benefit to the print community.

• One rep whose publication had little Dodge business said monthlies in Detroit were lucky to get "six, eight, 10 pages" of ads (from a division like Dodge), and one-half percent of the gross of what they got could scarcely buy them a trade page ad. He felt combining money would improve the efficiency of the pitch for everyone.

On the other hand, however, are those publications who generate a lot of auto ad dollars and have no merchandising allowance policies. They are opposed to giveback on principle and feel that publications should be chosen for their media value rather than support allowance.

Such reps questioned where it would all lead. Would a Sears and Seagram's begin asking for one-half percent back for their own promotional plans. Would the ante go up to one percent next year? And so forth.

A publication that grossed $1 million yearly, for example, might be required to give back $5,000.

Part of McCarthy's idea is to run a variety of Dodge model ads, listing the magazines in which they appeared on the right-hand side.

This led a rep to query that, if one publication ended up contributing a larger dollar amount than another, would its name appear in larger logotype.

Any request for merchandising support appears destined to touch off a measure of controversy. And BBD&O may not be the last to ask for such support.

Its program bears close watching, however, since it offers to do more for the print community than anything yet. If this one runs into opposition, future proposals most certainly will.

NADA to feature 2nd exhibit hall at Dallas convention

WASHINGTON. — For the first time in its 67-year history, the NADA Convention and Exposition, to be held Feb. 4-7 in Dallas, will include a second exhibition hall devoted entirely to one product.

While NADA's convention in Las Vegas last year set a record level for exhibit floor space, the 1984 total of 137,000 exceeds that by 23,000 square feet.

The unprecedented demand for additional space has resulted in an exhibit hall featuring only van conversions. Over 200 automotive and automotive-related services and manufacturers have reserved space in the Dallas Convention Center.

The convention program has been revised to allow more exclusive, non-competitive time in the exposition.

Advance registration for the 1984 convention closes Friday, Dec. 23. Registration forms and fees must be postmarked by Dec. 23 to receive discount registration fees. Additional information is available at (703) 821-7143.

18 assembly plants work overtime

Auto production steady at 160,000

By Mary Beth Mayer
Staff Writer

Although 18 auto assembly facilities worked overtime last week, production just missed matching the tally of the week before, when 16 plants operated extra hours.

The car makers targeted last week's output at 160,180, down slightly from 160,938 the prior week, but 41.01 percent ahead of the year-ago week's 113,598.

Breakdown for the week by company was: General Motors, 55.90 percent; Ford Motor Co., 23.46 percent; Chrysler Corp., 15.54 percent; American Motors, 2.81 percent; Volkswagen of America, 1.47 percent, and Honda, 0.82 percent.

So far this year, there have been 5,367,281 cars completed, up 27.54 percent from 4,208,314 finished at this time last year.

GM's Tarrytown, N. Y. (Citation, Phoenix), and Willow Run, Mich. (Skylark, Omega), plants are in the midst of two weeks of downtime because of a parts shortage. On temporary layoff are 8,500 workers from the facilities. Both are slated to return next Monday (Oct. 31).

GM had eight points working two shifts Saturday (Oct. 22). Working extra hours were: Detroit, Doraville (Ga.), Fairfax (Kans.), Flint (B, D and G lines), Janesville (Wis.), Lansing (B, D and G lines), Linden (N. J.) and Oklahoma City.

Working extra daily hours for Ford last week were: Atlanta, Chicago, Dearborn, Edison (N. J.), Kansas City, Lorain (O.) and St. Louis. Chicago, Edison and Kansas City also worked Saturday.

Chrysler's Belvidere (Ill.) and Newark (N. J.) facilities operated two daily 9-hour shifts last week and its Jefferson (Detroit) plant worked two daily 8½-hour shifts. All three points operated two eight-hour shifts Saturday.

Seven Ford facilities are slated to work overtime this week. Working both daily and Saturday (Oct. 29) are Atlanta, Chicago, Edison, Kansas City, Lorain and St. Louis. Ford's Wayne plant is scheduled for daily overtime only.

This week, Chrysler plans overtime at all four of its car plants. Belvidere, Newark and St. Louis No. 1 will work two nine-hour daily shifts while Jefferson is slated for two 8½-hour daily shifts.

Toyota's stalling threatens GM venture FTC warns

Continued from Page 1

his economic philosophy, and his view of the law, not by any lingering fondness for General Motors. That doesn't mean I think his economic philosophy and its implementation are any less a hazard to the public good."

Pertschuk asserted that under Miller's leadership, the FTC's economic philosophy tends to favor actions of the GM-Toyota type.

• "Take merger analysis," he said. "When we are faced with a proposed merger between the third- and fourth-ranking companies in a major industry, our economists astutely perceive this merger to be a competitive goad to numbers one and two.

"If America's giants, numbers one and two in an industry, prepare to join hands, the economist quickly perceives that the relevant geographic market is not the U. S., but the world or, given the prospects of interplanetary commerce, the universe," Pertschuk said.

Meanwhile, the Fremont plant's future remains at an impasse. Under the Hart-Scott-Rodino Act, GM and Toyota may not move any assets into the plant — although GM can continue to spend its own money on the adjacent stamping plant. If they were to do so, FTC would go to court immediately to freeze the status.

Until Toyota provides the data requested, the 20-day clock under the Hart-Scott-Rodino Act does not start to tick, and FTC cannot be expected to make a decision.

Rumors abound that while GM remains eager for the venture, Toyota's fervor may have cooled. The threat of enactment of domestic-content legislation is not so great since car sales have improved.

Rep. John Dingell, Michigan Democrat, explained his views on the GM-Toyota venture with a story about a mother who was busy cooking dinner and upon hearing a tremendous racket from the children, asked what the problem was. After hearing them quiet down, she said, "That's nice children, don't fight."

Dingell's story was a reference to the division among the auto companies.

Truck production now tops total for all of 1982

With two months of 1983 remaining, domestic truck production has topped the total 1982 output.

This year's production is 19.28 percent ahead of the 1,596,935 trucks completed at this time last year.

Overtime schedules at 11 assembly plants put last week's estimated truck production at 58,688, up 3.31 percent from 56,808 built the week before and 63.65 percent better than the year-ago week's 35,863.

General Motors' Pontiac No. 6 point returns to work today (Oct. 24) after being closed for a week for inventory adjustment.

Four GM points worked two shifts Saturday (Oct. 22). Working Saturday were: Janesville (Wis.), Lordstown (O.), Pontiac No. 5 and St. Louis. GM's Detroit plant worked one shift Saturday.

Six Ford facilities worked both daily and Saturday overtime last week. They were: Kansas City, Lorain (O.), Louisville, Norfolk (Va.), Michigan and Twin Cities (Minn.). The overtime schedule for this week is the same, except Louisville is slated for daily overtime only.

Full work week hikes car-truck output in Canada

Estimated Canadian auto and truck production last week rose over the previous week, which was shortened by the Thanksgiving holiday.

Car production last week was targeted at 18,725, a 22.63 percent gain over the 15,270 units assembled the week before, and leading the year-ago week's output of 11,538 by 62.29 percent.

The truck makers estimated production at 12,131 last week, 19.33 percent above the 10,166 built the previous week, and 3.48 percent ahead of the 11,724 units assembled in the year-ago week.

Production of the full-size Mercury Grand Marquis at Ford Motor Co.'s St. Thomas (Ont.) facility is slated to begin today (Oct. 24) and Ford Crown Victoria output is scheduled to begin there Nov. 7.

So far, there have been 572 T-115 minivans built at Chrysler Corp.'s Windsor (Ont.) facility, the company said. It was estimated that 500 Dodge Caravans, Mini Ram Vans and Plymouth Voyagers were built there last week.

U. S. CAR PRODUCTION

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
AMERICAN MOTORS	4,500	3,760*	4,229	13,364	74,229*	151,954
AMC Total	.....	760*	.....	.....	44,529*	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	4,500	3,000*	4,229	13,364	29,700*	147,883
Alliance	2,900	3,000*	2,928	8,906	29,700*	127,504
Encore	1,600	.....	1,301	4,458	.....	20,379
CHRYSLER CORP.	24,900	15,245	21,528	70,455	482,688	713,273
Plymouth Total	8,300	6,287	7,124	23,149	194,976	251,803
Horizon	3,500	2,318	3,007	9,660	63,138	95,523
Reliant	4,600	3,877	3,889	12,758	130,915	151,772
Caravelle	150	92	190	564	923	4,255
Gran Fury	50	.....	38	167	.....	253
Chrysler Total	6,800	2,180	6,430	19,859	93,396	175,493
LeBaron	1,800	1,113	1,667	5,449	83,917	70,344
Laser	1,400	.....	1,478	3,998	.....	10,408
Chrysler	2,400	1,067	2,093	7,049	9,479	90,057
Fifth Avenue	1,200	.....	1,192	3,363	.....	4,684
Dodge Total	9,800	6,778	7,974	27,447	194,316	285,977
Omni	3,400	2,213	2,639	9,546	59,318	104,208
Aries	3,800	3,646	2,981	10,333	102,297	114,797
Daytona	1,100	.....	1,082	3,295	.....	8,045
Dodge 400	.....	342	.....	.....	26,233	18,478
Dodge 600	1,400	577	1,205	4,001	6,468	39,955
Diplomat	100	.....	67	272	.....	494
FORD MOTOR	37,571	26,708	37,597	110,733	891,420	1,223,658
Ford Division	25,543	16,166	26,752	77,691	560,595	791,608
Escort	6,441	6,946	7,816	21,259	224,586	219,592
Fairmont	.....	2,970	.....	.....	100,673	23,728
Mustang	3,649	1,835	3,702	10,734	104,949	94,033
LTD/Granada	4,808	4,253	4,112	12,838	94,739	140,372
Thunderbird	3,824	.....	5,002	13,017	29,326	155,820
Crown Victoria/Ford	2,037	.....	2,392	6,812	.....	76,871
EXP	264	162	.....	264	5,822	1,448
Tempo	4,520	.....	3,728	12,767	.....	79,744
L-M Division	12,028	10,542	10,845	33,042	331,325	432,050
Mercury Total	10,653	8,474	10,237	30,782	253,124	348,183
Lynx	1,359	2,315	1,621	4,983	70,038	61,115
Capri	642	421	676	2,001	29,129	19,997
Zephyr	.....	910	.....	.....	32,216	8,601
Marquis/Cougar	1,963	1,825	1,891	5,356	43,931	59,966
Cougar/XR7	3,748	.....	2,743	8,790	10,580	100,361
Gr. Marquis/Marquis	1,593	2,916	1,875	5,335	65,679	75,618
LN7	.....	87	.....	.....	1,551	290
Topaz	1,348	.....	1,431	4,317	.....	22,235
Lincoln Total	1,375	2,086	608	2,260	78,201	83,867
Continental	260	415	112	454	16,167	9,247
Lincoln	340	1,240	153	547	36,826	53,170
Mark VI/VII	775	413	343	1,259	25,208	21,450
GENERAL MOTORS	89,546	64,769	93,714	279,416	2,690,022	3,163,548
Buick Division	17,992	16,723	20,359	59,589	626,645	719,456
Skylark	.....	3,668	3,718	7,478	117,884	88,323
Skyhawk J	1,255	1,314	1,278	3,794	56,554	57,271
Century	4,455	1,738	4,380	13,094	96,728	135,387
Regal	4,862	4,253	4,872	14,536	171,625	198,821
Buick	5,932	4,315	4,865	16,464	149,505	198,136
Riviera	1,488	1,435	1,246	4,223	34,349	41,518
Cadillac Division	7,875	6,246	6,997	22,585	192,791	247,237
Cimarron	504	.....	527	1,508	6,246	16,363
Seville	909	485	757	2,578	18,103	28,241
Eldorado	1,730	1,084	1,450	4,915	46,390	60,081
Cadillac	4,732	4,677	4,263	13,584	122,052	142,552
Chevrolet Division	31,253	17,444	32,068	93,553	864,838	1,046,799
Chevette	4,055	4,804	4,079	11,991	180,033	166,916
Cavalier	8,468	.....	9,145	24,926	74,272	241,958
Celebrity	5,725	1,393	4,783	15,348	58,384	128,816
Camaro	4,865	3,834	4,684	13,515	184,177	155,175
Citation	.....	2,459	1,963	3,859	142,612	72,668
Malibu/El Camino	601	2,516	568	1,783	102,190	96,706
Monte Carlo	3,819	1,904	3,705	11,268	64,380	90,427
Chevrolet	2,970	534	2,366	8,518	36,278	72,471
Corvette	750	.....	775	2,345	22,514	21,662
Oldsmobile Division	20,923	18,311	22,129	67,611	634,542	815,798
Omega	1,401	1,516	.....	2,744	65,617	46,885
Firenza	904	826	915	2,759	37,833	36,189
Cutlass	6,519	5,324	7,440	21,327	170,454	242,440
Cutlass/Ciera	4,541	3,523	4,720	14,930	103,098	176,217
Oldsmobile	6,638	6,260	7,956	22,736	229,967	286,420
Toronado	920	862	1,098	3,115	27,573	33,647
Pontiac Division	11,503	6,045	12,161	36,078	371,206	334,258
Acadian†	.....	44	342	665	9,359	12,226
2000	2,833	.....	3,331	9,445	33,698	88,024
1000	1,005	862	1,011	3,254	31,305	34,847
Firebird	2,835	2,598	2,682	8,117	110,592	79,043
Phoenix	.....	802	506	983	40,734	21,291
G. Prix/Bonneville	1,880	1,739	1,885	5,732	115,176	78,323
Parisienne	850	.....	740	2,442	.....	8,040
Fiero	2,100	.....	1,664	5,440	.....	12,464
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,313	.....	1,500	4,016	.....	38,719
VOLKSWAGEN	2,350	3,116	2,370	7,083	67,792	76,129
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	160,180	113,598	160,938	485,067	4,208,314	5,367,281

CANADIAN CAR PRODUCTION

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
AMERICAN MOTORS	720	.....	576	1,800	25,815	23,034
CHRYSLER CORP.	.....	4,112	.....	.....	133,266	104,365
FORD MOTOR	4,600	3,789	4,615	15,024	235,221	208,790
GENERAL MOTORS	13,180	3,412	9,899	35,513	289,870	423,812
VOLVO	225	225	180	630	8,377	8,502
Total Cars, Canada	18,725	11,538	15,270	52,967	692,549	768,503
N. American Cars	178,905	125,136	176,208	538,034	4,900,863	6,135,784
N. American Trucks	70,819	47,587	66,974	207,162	2,004,841	2,331,241
North American Cars and Trucks	249,724	172,723	234,182	745,196	6,905,704	8,467,025

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
CHEVROLET	17,926	10,311	18,026	54,426	552,267	667,821
DODGE	3,900	2,359	3,637	10,048	104,586	112,548
FORD	24,564	15,900	22,880	72,045	579,162	742,460
GMC	6,317	3,464	6,267	19,028	193,117	210,304
INTERNATIONAL	1,181	1,029	1,181	3,690	39,881	40,815
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,850	1,750*	2,825	8,406	71,839*	78,757
NISSAN	900	.....	942	2,702	.....	7,273
AM GENERAL	50	50*	50*	150*	1,980*	2,030*
MISCELLANEOUS	1,000	1,000*	1,000*	3,000*	46,000*	40,600*
Total Trucks, U. S.	58,688	35,863	56,808	173,495	1,596,935	1,904,687

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
CHRYSLER CORP.	3,152	2,653	2,379	7,782	85,450	103,349
FORD MOTOR	2,600	3,088	2,644	8,517	112,272	110,879
GENERAL MOTORS	6,248	5,715	5,039	17,008	200,984	207,822
INTERNATIONAL	131	268	104	1,360	9,200	4,504
Total Trucks, Canada	12,131	11,724	10,166	33,667	407,906	426,554
N. American Trucks	70,819	47,587	66,974	207,162	2,004,841	2,331,241

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.